JANUARY 3, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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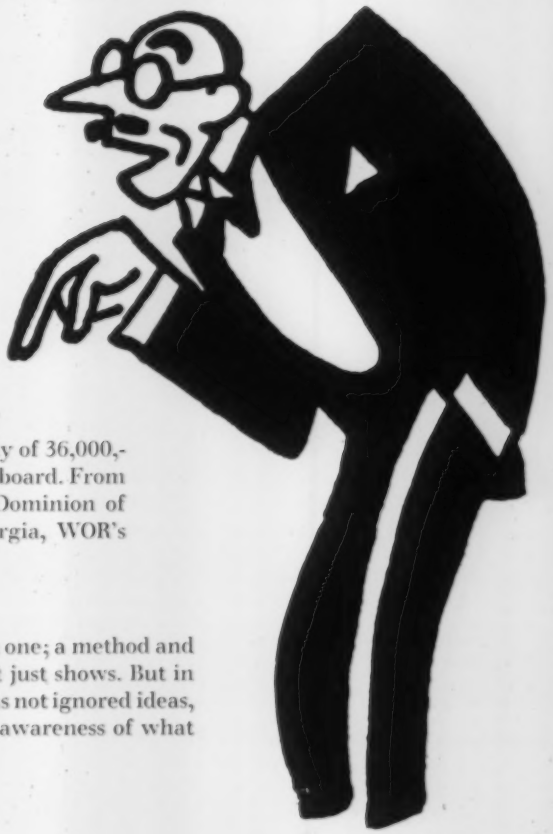
JAN 31 1949
DETROIT

to quote...

in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.



". . . what we've said attempts to mirror the warmth and humanness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations—and great selling forces—for more than a quarter of a century."

". . . WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

". . . WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants . . . "

It is qualities such as those described above that make WOR the amazing selling force that it is, and — mind you — at a price that'll leave you gasping.

WOR

heard by the most people where the most people are

mutual

coming! a great television station • WOR-TV, New York . . . Channel 9

OUR 25TH ANNIVERSARY YEAR

"They're Still Talking About Your Indiana Picnic"

SIXTY-FIVE thousand people packed their lunch and came to our WLS picnic. Back in 1939, WLS invited Indiana listeners to a Sunday picnic at Noblesville—20 miles north of Indianapolis—asked them to join WLS folks for a day of entertainment, special broadcasts and visiting. Indiana State Police needed help to park 12,000 cars. By early afternoon, they were turning back cars 10 miles away. This family style picnic with sixty-five thousand listeners was one of many great events in the first twenty-five years of WLS.

The Noblesville picnic was a thrill, too, for Mr. and Mrs. Charles Dillenbeck of Pendleton, Indiana. It was an opportunity to see and visit with all the WLS folks they listened to. Thousands of others felt the same way, for, as Mr. Dillenbeck recently remarked, "Seems like everybody went to your Noblesville picnic."

For twenty-two years, Mr. and Mrs. Dillenbeck have loyally listened to WLS. Daughters Florence, Dorothy and Audrey do, too. WLS broadcasts have become a valued and trusted part of their daily lives. Mr. Dillenbeck has a radio in his barn, listens to all WLS farm news and market reports. Recently, WLS hog market reports enabled him to realize an extra $75 profit on the sale of 17 hogs.

Special occasions like the Noblesville picnic, corn husking contests, coverage of the Hindenburg disaster, leave a lasting impression on listeners . . . help develop loyalty and acceptance. Serving the religious, social and business needs of our listeners has built loyalty and acceptance.

This quarter-century of sincere, friendly, unsophisticated relationship between WLS and thousands of folks in the Midwest has led them to remember and regard WLS as a friend in whom they have confidence and belief—a confidence that insures advertising results.

A Clear Channel Station

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

Published

The INTERMOUNTAIN FARM NETWORK

Sells the prosperous Intermountain farmer through 9 stations.

Programs slanted to farmers' local interests.

☆ ☆ ☆

INTERMOUNTAIN FARM GROUP

KMON
Great Falls, Mont.
5000W-560kc

KID
Idaho Falls, Ida.
5000W-1360kc

KFXD
Nampa-Boise, Ida.
1000W-580kc

KVNU
Logan, Utah
1000W-610kc

KSVC
Richfield, Utah
1000W-690kc

KOVO
Provo, Utah
1000W-960kc

KPOW
Powell, Wyoming
1000W-1260kc

KWYO
Sheridan, Wyoming
1000W-1410kc

KVMV
Twin Falls, Ida.
250W-1450kc

ALL NINE FARM MARKETS.

Only the INTERMOUNTAIN NETWORK FARM GROUP covers ALL of the important farm areas in the Intermountain West. This includes: 72% of all the farms and 80% of all the farm income in Utah. 82% of the farms and 84% of the farm income in Idaho. 100% of all the farms and 100% of all the farm income in Montana. 33% of all the farms and 42% of all the farm income in Northern Wyoming.

NO WASTE COVERAGE.

Metropolitan centers and major urban population counties are excluded from the INTERMOUNTAIN NETWORK FARM GROUP, as are desert wastelands. Every dollar spent on the Farm Group is for rural coverage, assuring advertisers of intense penetration of the nine farm markets.

FARM STATIONS FOR THE FARM AUDIENCE.

Each station in the Farm Group programs for its particular type audience. This includes: KID, located in the heart of the rich potato producing Snake River Valley. KVNU, nerve center of the highly developed dairy industry of the lush Cache Valley. KMON, KPOW and KWYO, serving the prosperous wheat and cattle farmers of Montana and Northern Wyoming. Each of these station's program structures are slanted to the interests of the farming activity in the particular area it serves.

PROSPEROUS FARM MARKETS.

Here in the Intermountain West farmers have the money to buy. Cash income per farm in 1947 shows Wyoming in 4th place nationally, Montana in 7th, Idaho 15th and Utah 24th.

ECONOMICAL GROUP RATE.

Two or more stations of the FARM GROUP earn 10% discount. See Standard Rate and Data.

EASY TO BUY.

One scheduling, one contract, one affidavit, one billing.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the farmers live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

WHILE precise nature of NBC's new Sunday night program format to offset CBS inroads isn't yet formulated (see story page 25), new emphasis on lowering program costs and developing new vehicles could well include recorded programs (in line with modified policy broached at Sun Valley NBC affiliates convention in September), mystery shows and even modified giveaways, if they finally pass FCC muster.

LOU RUPPEL, former CBS publicity director and former managing editor of *Chicago Times*, on Feb. 1 becomes director of Clear Channel Broadcasting Service, headquartered in Washington. Post has been vacant since Victor A. Sholis left nearly two years ago to become director of WHAS Louisville.

RUTHRAUFF & RYAN, New York, has submitted television show featuring Olson & Johnson to its client Chrysler Corp., New York. Show said to be one of most costly in TV.

DESPITE eleventh-hour effort to stamp out fire at Broadcast Measurement Bureau, reports are current that financial plight of agency is far worse than indicated [BROADCASTING, Jan. 3, Jan. 10]. Investigation of BMB budgets thus far apparently has failed to yield sufficiently clarified statement.

PORTENTS of seriousness of BMB plight indicated with reported resignation of Edgar Kobak, MBS president, from its councils although network has paid up to April so it won't rock boat on March survey. It's reported that substantially more than $100,000 in station payments may be needed for March survey.

CROSLEY Broadcasting Corp., which was alpha of so-called Avco procedure requiring 60 days of public advertisement of station transfers for competitive bids, also may prove to be omega. Avco procedure originally invoked following Avco Mfg. Corp. purchase of WLW Cincinnati and associated Crosley properties in 1945. Crosley's proposed purchase of WHAS Louisville for which there are two competitive bids could well be final important competitive bidding case. Proposed change in rule, tossing Avco into regulatory ashcan, now is pending.

TO PROTECT investment in Jack Benny, CBS is understood to be covering him with "largest" life insurance policy ever written for man of his age. Similar insurance precautions understood planned on other new talent.

WHEN NAB board group meets Friday to take first look at reorganization problem, one of plans will be three-ply vice presidential bracket between front office and department heads. AM, FM and TV station groups would have own v.p. contacts to look after their interests.

READING between lines of hard-socking Senate subcommittee report on communications

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Bulletins

SENATOR JOHNSON (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, will introduce bill for "outright prohibition of granting of Stratovision licenses by FCC," he said Friday in Chicago. He said stratosphere could be used for broadcasts "which would present a far more serious threat of domination by clear channels than exist today." He said he had been informed color television may be here by end of 1949, and that it would make present video sets "not worth a nickel."

HORMEL ON ABC

GEORGE A. HORMEL & Co. (meats), Austin, Minn., will sponsor for 52 weeks *Hormel Girls' Corps*, drummers and buglers, 11-11:30 a.m. (CST) Saturdays on 204 ABC stations starting March 5 at Knoxville. Corps picks up musician in each town visited. Agency, BBDO, Minneapolis.

U. S. MIGRATION SHOWN

POST-WAR migration remains big factor in United States, report issued by Bureau of Census shows. One of every five persons in the U. S. was living in different place April 1, 1948 than year previous. Approximately one in every 16 lives in a different county. Total of 6.3% of population had crossed county line, while 3.0% or 4,370 persons crossed state lines.

Business Briefly

CAMEL SHOW EXPANDS ● R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels) Feb. 16 expands five-a-week evening NBC-TV video programs from 10 to 15 minutes and switches from Fox Movietone to live-and-film NBC show featuring John Cameron Swayze shifting from 7:50-8 p.m. to 7:45-8 p.m. Agency, Wm. Esty Co. New York.

CHEN YU NAMES K & E ● Chen Yu Products (nail lacquer, lipstick), recently acquired by Richard Hudnut Co., New York, has appointed Kenyon & Eckhardt, New York, to handle its advertising.

HOTEL TO USE TV ● Hotel New Yorker, New York, March 1 starts 13-week TV film spot campaign in Boston, Philadelphia, Baltimore and Washington. Agency, Peter Hilton Inc., New York.

CRANEY ELECTED HEAD OF ANTI-CLEAR GROUP

ED B. CRANEY, managing director of Pacific Northwest Broadcasters, unanimously elected chairman of group of 75 station officials which met Friday in Chicago's Palmer House to organize offensive against clear channel movement.

Mr. Craney named following to join him on executive committee: Don Searle, KMMJ Grand Island, Neb.; Les Biederman, Midwestern Bcstg. Co., Michigan; Steve Cisler, WKYW Louisville; Clifford Lee, KFXM San Bernardino, Calif.; F. C. Sowell, WLAC Nashville; Bruce McConnell, WHOT South Bend, Ind.

Sen. Edwin C. Johnson (D-Col.) told meeting that network stations should form "unions" and "collectively bargain" with networks (see story page 22). Sen. Johnson said he plans to attend third NARBA at Quebec in October.

Group decided dues should be four times highest hourly rate, for three years. Represented were 139 stations from all over country. Objective is to see that monopoly never is allowed to exist in radio.

Baltimore Stations Fined for Contempt

THREE Baltimore stations fined Friday by city court for violating court's "gag" on publication of crime news (Rule 904). James P. Connolly, WITH commentator, also fined. (Early story of "gag" trial on page 27.)

Appeals expected by guilty stations. Charles Roeder, WCBM program director, said, "Naturally we'll appeal."

Fines were—WITH $500 and costs; Mr. Connolly, $100 and costs; WFBR $300 and costs; WCBM $300 and costs. WSID in suburban Essex, outside city limits, found not guilty since court found no proof was offered that its broadcasts had been heard in city.

Stations have 10 days to appeal. WBAL, similarly charged with contempt, to have separate trial. Court to rule on WBAL procedural claims Feb. 21, with hearing tentatively set for Feb. 28.

Judge John B. Gray Jr. held Maryland courts have power to punish for contempt, with right not limited by legislation; held Rule 904 is valid; said rule is not censorship; asserted he believed in free speech and free trial, but that press must yield in favor of right to free trial. Mr. Connolly severely rebuked for broadcast on ground his material did not originate outside city as in case of other three stations. Judge Gray said court had no difficulty in concluding that effect of broadcasts was "devastating."

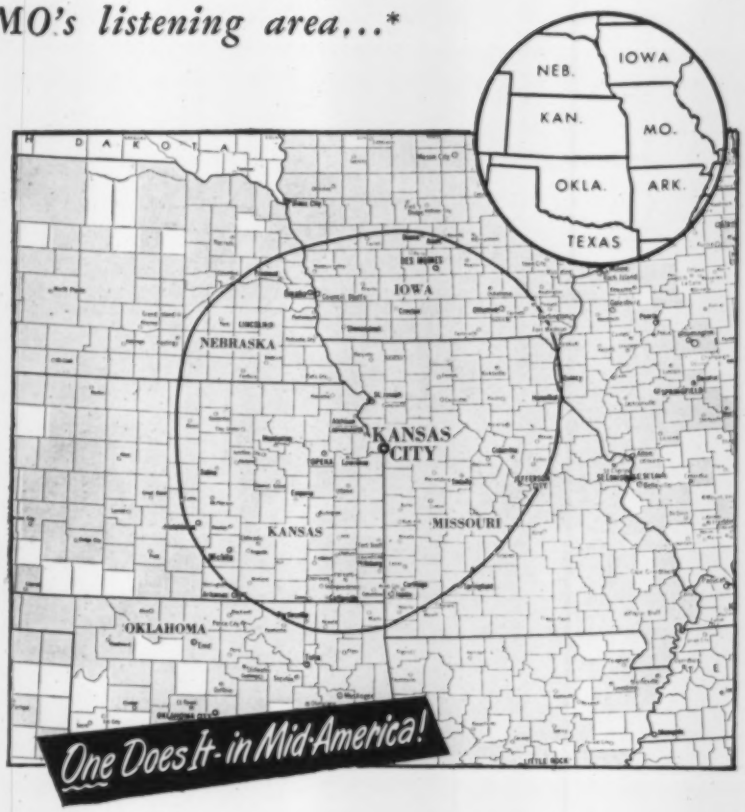
3 out of 4

*radio listeners in the booming Magic Circle land live in KCMO's listening area...**

Talk about a bonus in listenership... you just can't beat KCMO's 50,000 watt coverage of Mid-America and Roger Babson's famous Magic Circle land!

Three out of four... yes, three out of every four persons in the Magic Circle live in KCMO's listening area... based on mail response. That's a population of over 11,560,000 persons! Almost half this audience—5,435,000—is inside KCMO's measured ½-millivolt area (213 Mid-America counties). There's nothing small about that!

To sell the Magic Circle's farm-and-factory-rich millions, center your selling on KCMO—Kansas City's most powerful station for Mid-America in the Magic Circle!



50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

KCMO

and KCFM... 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

ONE station
ONE set of call letters
ONE spot on the dial
ONE rate card

National Representative:
JOHN E. PEARSON COMPANY

*KCMO Listening Area. Shaded area indicates KCMO mail response counties (476 counties in 6 states).

WMT paddles its own in Canoe (IOWA)

. . . and a spanking good time is had by all, advertisers as well as listeners. Canoe's population wouldn't crowd a fair-size yawl—but if you're fishing for markets there's a whole fleet of prosperous Canoes in WMTland. 1,121,782 people live within the WMT 2.5 mv line.

For smooth sailing in the important Eastern Iowa farm-and-industry market, navigate with WMT, the exclusive CBS outlet in the area. The Katz agency man will welcome you aboard with full details.

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU

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William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

PITTSBURGH'S
CBS
OUTLET.....

W★J★A★S

ONE OF THE OLDEST BASIC CBS STATIONS IN THE UNITED STATES

★

ANNOUNCES THE APPOINTMENT OF THE

George P. Hollingbery Company

AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE

★ **Call a Hollingbery man today for full information about Pittsburgh's highest rated shows and availabilities. Offices in . . .**

CHICAGO ★ NEW YORK ★ LOS ANGELES

SAN FRANCISCO ★ ATLANTA

★

W★J★A★S

PITTSBURGH, PA.

Operated by Radio Supply House, Inc.

H. K. Brennen, *President & Gen. Mgr.*

John H. Buchheit, *Commercial Mgr.*

AM 5,000 Watts

FM 20,000 Watts

ON THE WASHINGTON SCREEN

AMERICA'S TOWN MEETING OF THE AIR is now on the Washington Screen! Above Dr. George V. Denny, Jr., presides at a typical telecast of the distinguished, informative program as a group of experts prepare to discuss both sides of an important issue before the American public. WMAL-TV is proud to bring such a worthy program to televiewers in the Nation's Capital.

BRYSON RASH, WMAL-TV's Director of Special Events and noted ABC correspondent, interviews newly elected Senator Hubert H. Humphrey and his family on "Capital Close-Up," the television show designed to acquaint the public with new members of Congress and their families.

EVERYTHING from the most expensive jewels in the world to full course dinners are seen on Ruth Crane's "Modern Woman" television show. The "Modern Woman" show also has the distinction of presenting the first electrocardiogram demonstration in television, the subject being announcer Jackson Weaver shown here with Ruth Crane and guest William Green, President of the AF of L.

JIM GIBBONS, popular Sports Director of WMAL-TV, interviews Jimmy Youel, star quarterback of the Washington Redskins, during intermission time at the boxing matches from Washington's Turner's Arena—another top sports attraction on WMAL-TV!

WMAL **WMAL–TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

RUSSELL PIERCE of Pierce, Threlkeld & Assoc., San Francisco, resigns to become vice president of Abbot Kimball Co. of California. He also will be an account executive in company's Los Angeles office. Mr. Pierce is former manager of J. Walter Thompson Co.'s San Francisco office.

FAIRFAX CONE, chairman of board, Foote, Cone & Belding who headquarters in Chicago, elected to board of directors of Community Fund of Chicago. Mr. Cone, chairman of the Fund's public relations committee for two years, will organize new year-round campaign committee, which he will head.

WALTER McCREERY, president of Smith, Bull & McCreery Inc., Hollywood, announces plans to open Chicago office sometime this year. Agency recently expanded its San Francisco office, with new headquarters at 522 Powell.

JOHN W. SHAW Adv., Chicago, announces formation of new television department headed by **ROBERT ZELENS.** New department will make market-by-market television tests for clients to help them determine relative positions in TV before launching big budget programs.

PEGGY WOOD joins Zeder-Talbott Inc., Hollywood, as public relations director. Miss Wood was formerly assistant radio publicity director for West Coast offices of J. Walter Thompson Co., Hollywood, and prior to that was NBC Western Division assistant promotion manager.

LEONA L. LaPELLE joins Yardis Adv., Philadelphia, as account executive.

WILLIAM L. O'BRION, formerly with merchandising department of Newell-Emmett, New York, joined St. Georges & Keyes, New York, in similar capacity.

VIVIENNE BARNES, formerly contest editor with Butler Bros., Chicago, joins Roy S. Durstine Inc., San Francisco, as production manager.

ROBERT S. HENDRICKSON, formerly account executive with Gerth-Pacific, San Francisco, joins merchandising department of Young & Rubicam, same city.

DON PICKENS, formerly manager of California Newspaper Advertising Service, joins Biow Co., San Francisco, as assistant media director and office manager. **DICK GRANT,** formerly with J. Walter Thompson Co., San Francisco, joins agency as production manager.

WILLIAM R. MINER, former managing editor of the St. Louis *Star-Times*, joins publicity department of Needham, Louis & Brorby, Chicago. Mr. Miner is former special writer and Washington correspondent for Chicago *Sun* and member of editorial staff at Chicago *Tribune.*

RALPH H. WHITMORE, formerly account executive with Allied Adv., Los Angeles, joins Smith, Bull & McCreery Adv., that city, in same capacity.

J. VAN VELSOR SMITH joins William von Zehle & Co., New York, as account executive.

CHANDLER STEWART WOOLLEY, formerly of BBDO and Roy S. Durstine Inc., both New York, appointed director of service for Jules Livingston Ad Binghamton, N. Y.

A. C. MacGOWAN joins Cruttenden & Eger, Chicago, as head of firm's new marketing research department. Mr. MacGowan was manager of marketing research division at Firestone Tire & Rubber Co., Akron, for six years. He also directed research for J. Stirling Getchell Agency, New York.

RICHARD N. GULICK, with Charles Dallas Reach Co., New York, for past 3 years, appointed vice president and account executive of A. W. Lewin Co., Newark, N. J.

ELIZABETH FOWLES, formerly with Garfield & Guild, San Francisco, joins copy department of Smith, Bull & McCreery, same city.

LAWRENCE Adv., Chicago, moves to new offices at 203 N. Wabash Ave. from 59 E. Van Buren St. Telephone: DEarborn 2-2841. **LAWRENCE COHEN** heads office.

FRAN HARRIS, television director of Ruthrauff & Ryan, Chicago, and **RALPH G. TUCHMAN,** Hollywood news editor of BROADCASTING, have announced plans to be married at the end of this summer.

(Continued on page 67).

some

Pacific Coasters enjoy wading out into low-tide Saturday pools—to dive under with a crowbar for prying abalones off the rocks. Succulent seafood, when pounded immediately and thoroughly.

more

people throughout the West stay home Saturdays and listen to their radios. Look: The family availability on Saturday (Hooper average) is 74.2–8% *more* families than are available on weekdays. And sets in use on Saturdays have increased 32% over four years ago.

Even on NBC, there are still a few Saturday morning and early afternoon availabilities. You'll want to find out about them—and see more of the startling Saturday listening figures. That day, as advertisers know, is no exception to the rest of the week which marks NBC as No. 1 Network—in the buying West as in the nation.

listening's first on a western saturday over

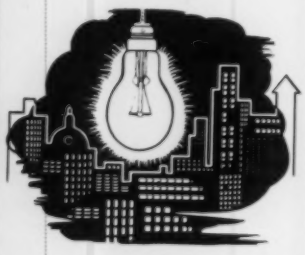
NBC WESTERN NETWORK

HOLLYWOOD • SAN FRANCISCO a service of Radio Corporation of America

Remember the story about...

Franklin's lightning experiment

that grew into the Age of Electricity



Many great achievements come from small beginnings. Take WWDC in Washington, for instance. It started out small . . . and then it grew . . . and grew . . . until today it is a huge power in the Washington market. Today your sales message over WWDC goes out to a buying audience that brings you profitable sales — economically. Get the whole story from your Forjoe man today.

WWDC

AM FM — The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

A DOUBLE-BARRELED campaign for home improvement has been launched by WTMA Charleston, S. C. Not only has the idea brought the station a nice piece of business—28 quarter-hours a week under sponsorship of 14 firms—but it promises to impel Charleston area residents to improve and remodel their homes to a greater extent than ever before.

The idea was conceived by Robert E. Bradham, WTMA manager, and uses the theme "It's later than you think." Participating in the effort with the station are the Citizens and Southern National Bank of South Carolina and building material and construction concerns in the area.

The campaign officially started with programs of Jan. 3, after extensive pre-broadcast promotion in local papers and on the air.

Before the initial program a dinner was held for representatives of the bank and participating concerns. The purpose was to discuss every aspect of the overall campaign plan.

Dealers answered questions and explained their part in the remodelling and home improvement work and, in turn, representatives of the bank explained financing of the project. Members of the advertising and program departments of WTMA were present at the dinner so that they might get a clear view of the type of programs best suited to the campaign.

During each WTMA home improvement program, in the regular commercial time, a sponsor plugs the campaign in general, urging listeners to remodel and improve their homes, and at the same time advertises his own product. The Citizens and Southern Bank, in its *Music for Dreaming* program, gives the campaign a boost while explaining how it will lend the money necessary for home improvement.

Different Titles Chosen

Appropriate titles were chosen for each program—*Pastels in Melody* for a paint company, *Melody Manor* for a brick company and *Open House*, a participating program for several dealers.

The campaign is running 26 weeks with the station confident that the double pounding from the bank and the various dealers will bring a great wave of home improvement to Charleston.

On All Accounts

ON New Year's Day, there were some in this country who didn't interrupt their hangover treatments to summon any unusual interest in the news that Texas was defeating Georgia in the Orange Bowl at Miami. But to Leslie Talbot Harris, newly appointed radio director at Benton & Bowles, New York, that intelligence might very logically have stirred happy recollections, for it was out of that Bowl that Mr. Harris drew the first small fruits of what has turned out to be a particularly blossoming career in radio.

As aid to Ted Husing at that winter football classic, Les Harris made his big-time bow into radio.

Born on March 21, 1914, in New York City, Mr. Harris first entered radio 14 years later as a part time announcer at WDBO Orlando, Fla. Later enrolling at Washington & Lee, where he studied law, he spent the summers as a special events announcer for WGN at the Chicago World's Fair.

Departing Chicago, Les Harris toured the country with Jan Garber and his orchestra, serving as radio expert for the General Motors Automobile Shows.

Returning to New York and the Columbia School of Journalism, Mr. Harris kept a portion of his heart and his good right hand in radio as an announcer at WOR. Deciding finally to let his left hand in on what his right hand was doing Les Harris left New York and Columbia to take a full-time job as production director of WQAM in Miami. After a time he became program director of the station.

LES

It was then that he was sought out by CBS to assist Ted Husing at the Orange Bowl. Other assignments followed: Mr. Harris handled the celebrated interview with the Duke of Windsor when the ex-monarch first arrived in this country after his abdication; he recorded the last words of Amelia Earhart before the takeoff on her fatal flight; he covered the celebrated Cash kidnapping, innumerable hurricanes, served as announcer for the late President Roosevelt, cov-

(Continued on page 65)

For Profitable Selling INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by

ROBERT MEEKER ASSOCIATES

Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

In sports-minded Portland, skiers too have fun on the Kay West program.

Hula 'n' everything! Kay broadcasts direct from Hawaii.

Here's Kay before leaving to help inaugurate Hawaii-Portland air service.

OH, KAY!

KEX's fabulous KAY WEST PROGRAM is a prime favorite with Pacific Northwest listeners.. and a powerful sales tool for advertisers who share this scintillating show at 1:30 PM, Monday through Friday.

Kay is seen and heard everywhere.. starring at fairs, planning special events, serving as toastmistress, broadcasting from Hawaii. Timely interviews and audience-participation stunts keep Kay's program pulling the largest quantity of mail on KEX. Listeners.. *and lucky clients..* really "love that gal."

Portland's present to the islands: an Oregon turkey. Kay's the chaperone.

Kay pulled the largest crowd at the Multnomah County (Portland) Fair.

Guests win roses in "The City of Roses" on Kay West's daily program.

Kay finds homes for puppies. Here are two of the lucky winners.

At beauty contests, too! Here Kay helps select "Miss Portland."

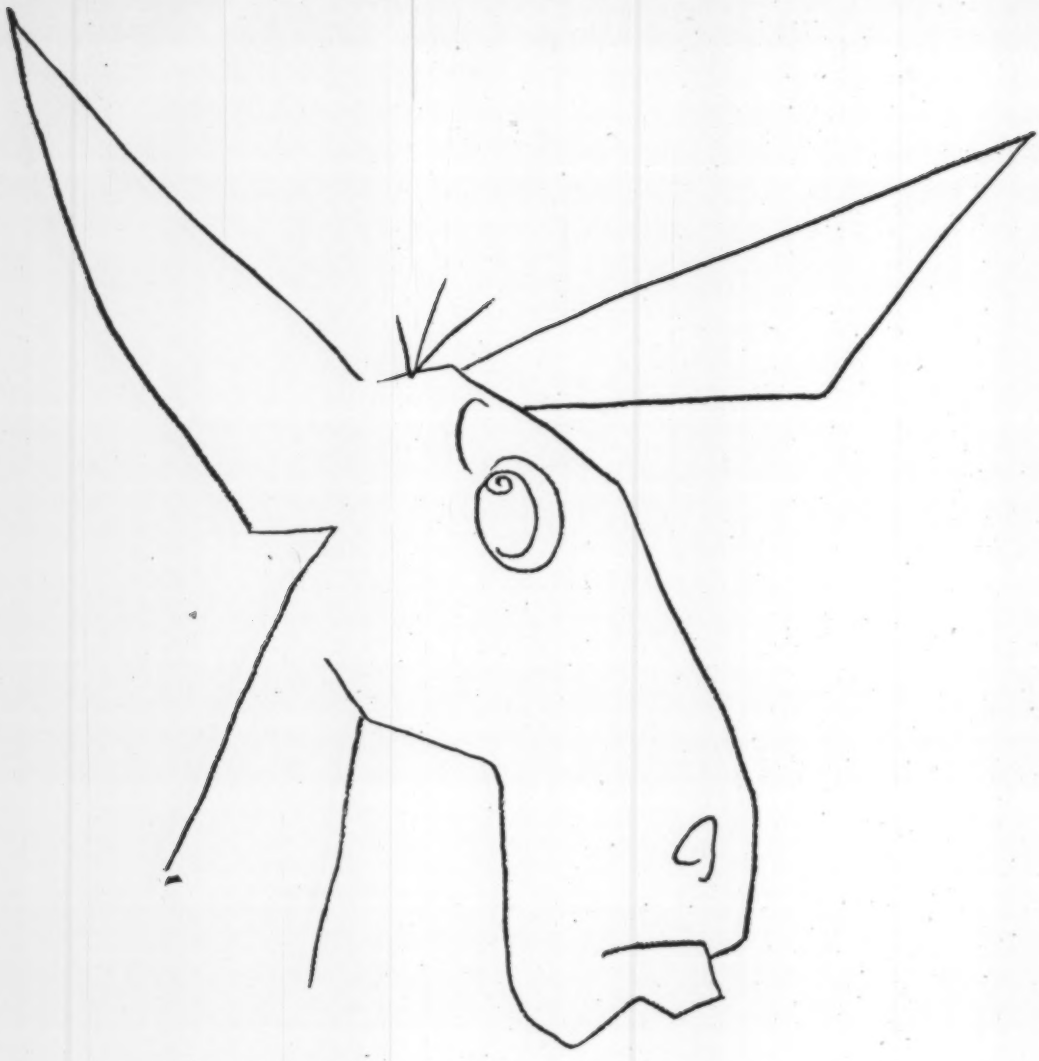
Part of the large studio audience that features Kay's daily program.

KEX

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV
For WBZ-TV, NBC Spot Sales



IF YOU'RE FROM MISSOURI, LET US SHOW YOU...

Listeners want shows! Sponsors want shows! That's what the Capitol Transcription Library gives you – shows that we program for you as part of this unusual service. Want to know more? Fill out the coupon. Let us show you.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions
Sunset and Vine, Dept. B131
Hollywood 28, California

FREE – Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

Name_____

Station_____ Position_____

Street_____

City_____ State_____

In the Public Interest

Radio's Role in The March of Dimes

EDITOR'S NOTE: With the close of the national March of Dimes campaign today (Jan. 31) BROADCASTING, in recognition of the outstanding public service rendered by the industry, this week utilizes its "In the Public Interest" section to publicize the activities of stations which reported March of Dimes work. Herewith are a few of the many activities by stations and networks, as reported to BROADCASTING.

FROM COAST to coast this month the radio industry has been on the march aiding in collecting money for the March of Dimes campaign. The drive to aid victims of infantile paralysis opened nationally Jan. 14 and closes today (Jan. 31).

CBS presented an hour and a half *Cavalcade of Bands* last night (Sunday) from 11:30 to 1 a.m., featuring five of the nation's top orchestras — Larry Fotine, Garwood Van, Johnny Austin, Joe Reichman and Tex Beneke. Each of the orchestra leaders paid tribute to the work of the National Foundation for Infantile Paralysis and appealed for contributions.

Jack Benny, known as a gag for his penny-pinching, led a nationwide appeal, "Ten Pennies From Benny." Loading his famous vault on a wagon, Mr. Benny made the trip from Hollywood to Washington where his contributions were turned over to the national foundation. CBS affiliates across the country tied in this drive with their own local March of Dimes campaigns.

WCSC Booth

In Charleston, S. C., WCSC set up a "Ten Pennies From Benny" booth in the downtown area manned by station staff members, each of whom contributed an hour a day to care for the booth. In addition to the booth, air announcements and numerous posters throughout the area, WCSC cooperated with the U. S. Army Recruiting Office which donated a truck to aid in collections. The truck carried large posters of Mr. Benny's wagon and its public address system was handled by soldiers and WCSC announcers.

WPAY Portsmouth, Ohio, also plugged the Benny march with a strongbox in which to deposit contributions. A large picture of Mr. Benny appeared on the side of the box which was sent by Railway Express to the comedian in Washington at the close of the drive.

Special 15-minute broadcasts were aired every day during the two-week campaign by WLAW Lawrence, Mass. Arthur Flynn, WLAW commentator and fightcaster and chairman of the local March of Dimes, handled the broadcasts which originated in a large booth installed on the main street of Lawrence. Aiding Mr. Flynn in his interview-type programs was Jimmy Dowd. Mr. Dowd, a Marine veteran paralyzed from war injuries, was the subject of a recent WLAW drive which raised $20,000 for his care.

In Washington state, listeners to KPKW Pasco put their energy—accompanied with contributions—into finding a last line for a limerick. The contest was sponsored by KPKW with local merchants donating prizes for the daily winners.

"Remember Mike" was the 1949 theme for KJR Seattle's drive. Mike is a young polio victim who was spotlighted by the station in 1947 when the slogan was "For the Love of Mike" and again in 1948 with "Sure, Mike." This year the station featured Donna, a six-year-old girl, who cut transcriptions with most of the station's announcers and personalities for use throughout the campaign. The mailing address for contributions was simply: "Remember Mike—Seattle."

KIRO and KXA, both in Seattle, adopted two of the March of Dimes tables in the downtown area and urged their listeners to contribute to those particular tables. KOMO Seattle transcribed the kickoff broadcast which was supplied to all stations in the area which requested it.

In an effort to help Bibb County, Georgia, meet its $20,000 quota for the drive, WMAZ Macon held a "Dimes and Dollars Derby." Announcers Lloyd Harris and Frank Hubbs painted lines with their noses down Macon's main street. They painted an inch for a dime or a foot for a dollar. Dressed in overalls and catchers' masks, to which paint brushes were attached, the painters netted $1,200 for the drive in the first three days of their stunt. WMAZ broadcast a description of the event each afternoon.

One-minute spot appeals transcribed by polio victims were cut by KNBC San Francisco for broadcast on Bay Area stations. Pressings were distributed free to all stations in the area.

In Des Moines, Iowa, KCBC and the Junior Chamber of Commerce combined forces to sponsor a benefit basketball game for polio patients. Theme of the campaign was "Help These Children." Clair Grant, station sales promotion

(Continued on page 57)

The Patroon* of the week

KAY KENNELLY

Time Buyer, OLIAN ADVERTISING CO.

Director of all time buying at Olian, Miss Kennelly is recognized as one of the most active and most efficient women in the industry in Chicago. The William G. Rambeau rep today presented Miss K. with a certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Only the WPTR-WBCA combination gives you all this:
10,000 watts of AM power,
America's first commercial FM station,
regional coverage at local rates,
unexcelled equipment, top talent.
And, hard-hitting promotion, too:
car cards, newspapers, outdoor boards, direct mail, counter displays and courtesy announcements.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

Fulton Lewis Jr. and His Electric Buzz-Saw

He's a handy man to have around the house—and his radio voice is around more houses than you can shake a mike at. Whether he's putting a bureau together or taking a bureaucrat apart, he hits the sawdust trail with everything he's got. At home, he works with a complete workshop. In the office his "tools" include a trained news-gathering team of reporters and editors whose efforts contribute precise background data to the nightly Lewis broadcast.

Currently sponsored on 326 stations, the program is the original news "co-op." Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

New Business

HYGRADE FOOD PRODUCTS Corp., New York, sponsoring *Deems Taylo Concert,* transcribed series, on WOR New York, WPEN Philadelphia WNAC Boston, CKLW Detroit and WBEN Buffalo. Agency: Maxwe Dane Inc., New York.

COMFORT BEDDING Co., Los Angeles, sponsoring half-hour weekly *Sta Are Bright* program on KTTV (TV) Los Angeles. Contract is for 13 week Agency: Milton Weinberg Adv., Los Angeles.

KORVO Co., Chicago (germicidal hair preparation) Feb. 21 starting 1 week test spot campaign on two California stations, five-weekly on KYN Fresno and four-weekly on KITO San Bernadino. If successful, campaig will be extended to other California markets. Agency: David S. Hillma Inc., Los Angeles.

ESQUIRE KITCHENS, Los Angeles (pre-cooked frozen foods), appoint Allied Adv., that city, to handle advertising. Radio and television will b used in Los Angeles markets first, expanded into others later.

CALCO Corp., Santa Monica, Calif. (Crayoffs drawing crayon), appoint Mayers Co., Los Angeles, to handle advertising. Television will be used.

OLD HOMESTEAD BAKING Co., (Butter-Nut Superb and Butter-Nut Dute Krunch breads) appoints Brisacher, Wheeler & Staff, San Francisco, t handle advertising. Radio will be used.

RIESER Co., New York (manufacturers of Venida hair nets, Jiffey pins an Hair Beauty preparations) is sponsoring participations on *And Everythin Nice* on WABD (TV) New York. Agency: Ralph Harris Adv., New York.

SOUTHERN CALIFORNIA Horticultural Institute Inc., Los Angeles, appoint William Kester & Co., that city to handle advertising for annual flower sho being held March 26-April 13. Extensive radio campaign planned in Southe California.

MACMILLAN PETROLEUM Corp., Los Angeles, Feb. 2 starts quarter-hou weekly *The Roving Camera* on KTLA (TV) Los Angeles. Contract is for 1 weeks. Agency: Marketers Inc., same city.

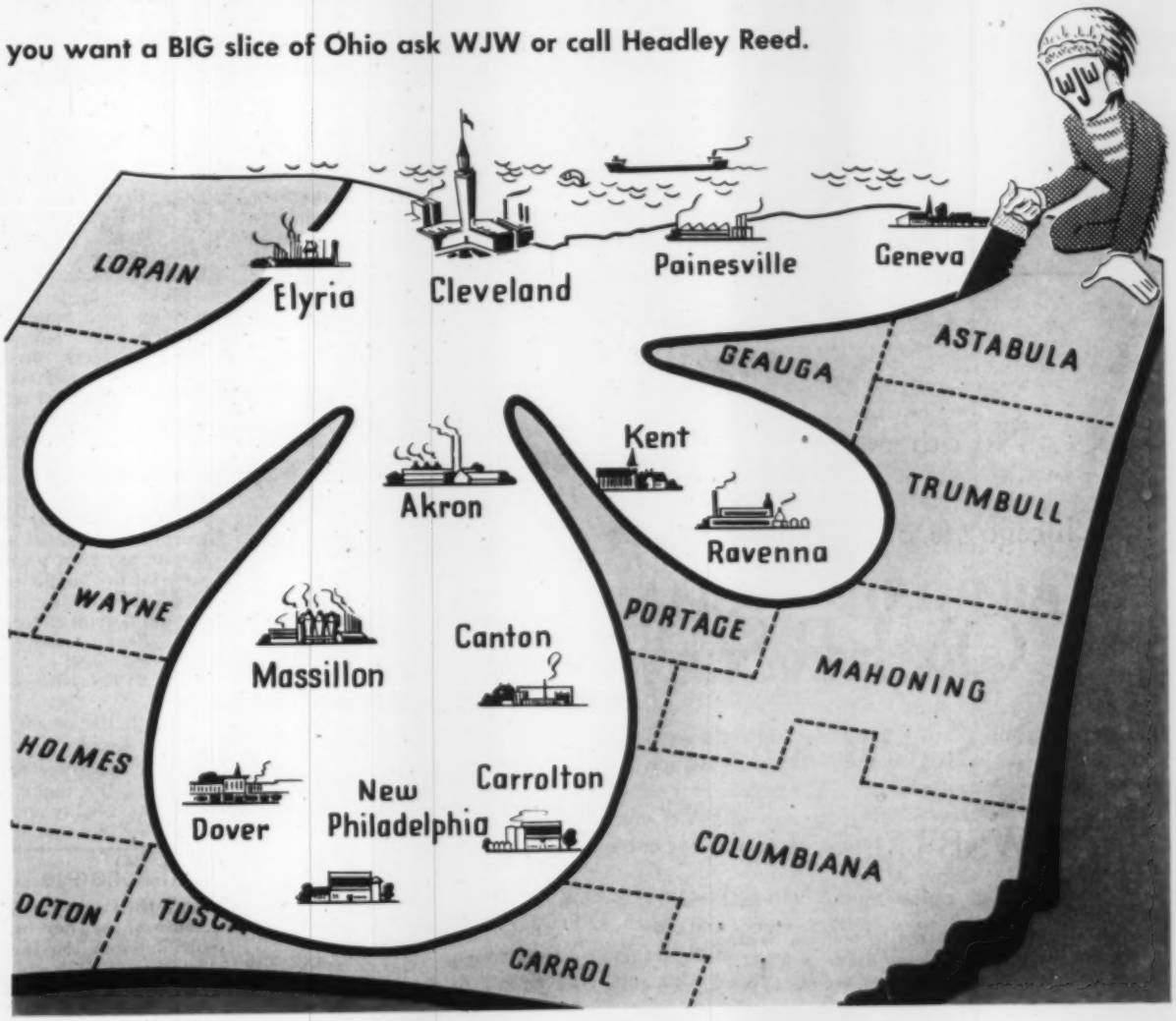
Adpeople • • •

EDWARD A. LeROY, assistant vice president of Pepsi-Cola Co., Long Islan City, N. Y., elected a vice president of firm.

NASH KELVINATOR Sales Corp., represented by zone manager R. W. Walsh (seated), initiates sponsorship of *The News by Television,* three times a week on WWJ-TV Detroit. Other representatives of the participating firm are (l to r) Russell Manney of Geyer, Newell & Ganger; Willard Walbridge sales manager of WWJ-TV; Norman Hawkins, WWJ-TV salesman, and R. M. Stockwell, advertising, promotion and training manager for Kelvinator.

Want a big slice of Ohio?

Cleveland's Chief Station with its 675,000 radio families . . . $2,300,000,000 in sales, gives time buyers more for their money in this great market. If you want a BIG slice of Ohio ask WJW or call Headley Reed.



BILL O'NEIL, *President*

WJW

CLEVELAND

850 KC
5000 Watts

BASIC
ABC Network

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

'Talking People'

EDITOR, BROADCASTING:

May the ghosts of the Greek choruses of ancient Hellas haunt Bill von Zehle and the writer of the Meredith Willson* article! Did neither of them ever hear of Aeschylus, Sophocles or Euripides—hm-m-m?

Bob Keller
Robert S. Keller Inc.
Radio Sales Promotion
New York City

* "The Talking People" by Ann August [BROADCASTING, Jan. 3].

[Editor's Note: One laurel wreath coming up for Meredith Willson. He was willing to go all the way back to Euripides' closing choruses to crib a good idea.]

* * *

Video Views

EDITOR, BROADCASTING:

Are we starving the goose that laid the golden egg?

It begins to look like it. Pick up any trade magazine these days and all we can read about is "Television", the cost of transmitters, programs, extra personnel, studio enlargements, and on through other figures that keep you awake at night.

It will, no doubt, be mighty fine for the larger cities to have television, and no doubt television is definitely on its way, but what I would like to know is this; what will become of the more than 1,500 smaller stations who cannot afford television for possibly ten years yet? Will they have to fold up and go out of business? Will they go to the bughouse trying to figure out where they stand?

It would seem to me, with my 14 years radio experience, that we need enlightenment in another direction. How many of the radio stations in the United States are doing a really good, bang up job of presenting "good" radio to their listeners? . . . When you come right down to it, half of the 50,000 watters today are not giving "good" radio, half of the time, and certainly that goes for 75% of the smaller stations. . . .

Nat L. Royster
Manager
WBUY, Lexington, N. C.

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

I know television is here to stay and sometimes when I'm watching my set I say, "What a pity!" But aren't the people of BROADCASTING emphasizing the Telecasting part of the news with more vigor than radio?

Please send my very best compliments to J. Frank Beatty for a highly interesting word picture of radio in Baltimore. Every word of it was true. I am inclined to be impatient with this old-burg at times, but some things go on here that are important and I think Mr. Beatty put those points across clearly.

Bill Roche
Promotion Director
WFBR Baltimore

* * *

[Telegram]

EDITOR, BROADCASTING:

Making fight here again for equality with newspapers for full freedom radio news re sports on public property. Refusing to pay fees for monopoly claim. . . . Have offered substantial amount for exclusive rights against newspapers and radio with promise to give all free for simple copyright credit if I can buy negotiation or auction. Please run story including request any station wire me if professional sports are broadcast without fee to or with pay from promoters. Need material for public pressure to accomplish this last vital freedom without lawsuit if possible. Urgent.

Rogan Jones
President
KVOS Bellingham, Wash.

* * *

EDITOR, BROADCASTING:

After looking at some of the television coverage of the Inauguration on the night of Jan. 19 I can quite readily understand why

(Continued on page 18)

Call Change List

EDITOR, BROADCASTING:

Several of our members read with interest the letter to "Open Mike" from William D. Laudeman, 357 W. 46th St., New York City, which appeared in the Jan. 17 issue.

They have written me and suggesting that you be asked to also include the call letter and call letter changes that are issued by the FCC.

They point out that you publish the actions of the FCC each week in full and that the inclusion of calls issued and call changes will add much information. . . .

Ray B. Edge
Board Chairman
National Radio Club
Buffalo, N. Y.
(Also signed by 11 other members of the club who subscribe to BROADCASTING*)*

[Editor's Note: In the future BROADCASTING will print call letter changes weekly in the FCC Actions section.]

No other station—

Chicago or elsewhere—

COVERS

South Bend . .

only WSBT does that!

Sure, other stations *can* be heard in South Bend — but the audience *listens* to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

All You Need to Know to Cover WESTERN PENNSYLVANIA • VIRGINIA EASTERN OHIO • WEST VIRGINIA

More than eight million people, spending Four and One-Half Billion Dollars Annually in retail sales outlets, make this four-state area one of the nation's most profitable markets; and it is completely covered by WWVA.

These are busy states, which means business for alert advertisers. West Virginia is the nation's leader in the mining of bituminous coal, and coal mining dollars are plentiful. In combination with Eastern Ohio and Western Pennsylvania, more than half of the nation's steel is produced in this compact region. Add to this the potent tobacco market of Virginia, the powerful chemical, glass, clay and lumber industries of the four states, and you have the reasons why this WWVA area provides a market rich in sales potential.

• • •

WWVA's friendly programming has made it a welcome voice in the homes of these four states; WWVA can deliver *your* advertising message to a ready-made, loyal, responsive audience economically with *one* cost, *one* billing. An EDWARD PETRY Man has the details.

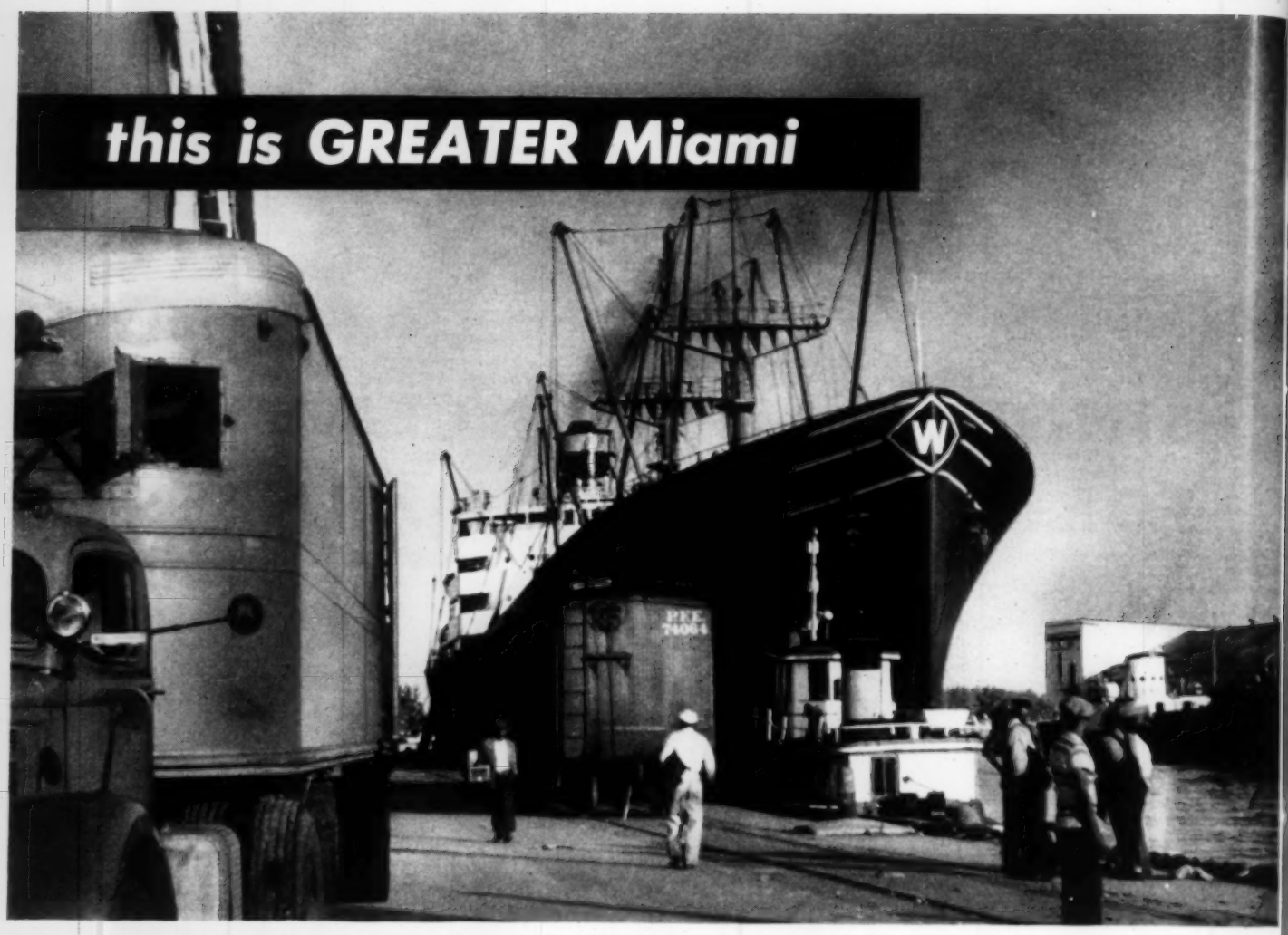
A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

this is GREATER Miami



Miami's strategic location at the southeastern tip of the United States has made it the logical gateway for commercial and passenger traffic between the Americas. Last year nearly 500,000 tons of foreign shipping alone passed through the Miami harbor, and the value of Miami's imports and exports reached close to the $100,000,000 mark. In addition, Miami attracts thousands of Latin-American tourists whose purchases point up the year-round nature of this great market.

Yes, Greater Miami's natural trade area extends in all directions, forming a truly international market whose annual spending bankroll is conservatively estimated at $500,000,000. And comparisons prove the way to reach the most customers at the lowest cost per capita is WQAM, Miami's First Station, whose strong, clear signal blankets Greater Miami, and gives bonus night and daytime coverage of 15 additional counties in Greater Miami's trading zone.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 36, No. 5 WASHINGTON, D. C., JANUARY 31, 1949 $7.00 A YEAR—25c A COPY

NBC RECONNOITER

Affiliate Conclave to Map Program Strategy

By EDWIN H. JAMES

A SPECIAL MEETING of all NBC affiliates will be called in Chicago Feb. 28 and March 1 to explain to stations the network's tactical plan in the intensifying battle for programs, it was learned last week.

Top executives of NBC will advise the stations:

1. That AM network broadcasting is at or very near its maximum financial development.

2. That soon advertisers will begin to withdraw budgets from radio to finance television ventures.

3. That lavish investments in talent are economically unsound in view of the uncertainties of the transition period from radio to telecasting.

4. That NBC will embark on a vigorous campaign of new program development to bring new and presumably refreshing voices to radio and to unearth personalities and shows which can grow with television.

Although the network made no announcement of the future meeting, it was understood that the decision to call it was made at the insistence of the NBC Stations Planning and Advisory Committee which met last Monday and Tuesday in New York.

Closed Session

Niles Trammell, NBC president, and Charles R. Denny, executive vice president, were understood to have given SPAC members a complete outline of the network's programming plans and to have proposed that all stations be briefed on the subject by closed circuit broadcast. SPAC, however, urged that station interest in programming was so intense as to warrant longer discussion than would be possible in closed circuit talks.

The Chicago meeting, lasting two days, will be a closed business session, it was said.

The essence of Messrs. Trammell's and Denny's remarks to SPAC, it was said, was that NBC believed it economically unsound to defend itself against CBS raids on its talent by outbidding the other network. NBC believed such a course would lead only to skyrocketing talent costs which stood slim chance of amortization.

The "purchase" of talent, either through capital gains deals or guarantees of large salaries for extended periods, is considered unwise by NBC.

The NBC executives said they believed:

1. That some top ranking radio stars may not prove to be equally popular in television.

2. That for some time advertisers will be unwilling to pay talent costs in television commensurate with those in radio now. Production costs exclusive of talent are much higher in television than in radio, it was pointed out, and the obligation to assume a bigger "nut" in television will discourage sponsors from indulging in the kind of talent salaries that are paid to the Hooper favorites of radio today.

SPAC was told that NBC will seek out and develop new stars and programs which are less expensive than top radio properties of the moment. The network is prepared to match CBS "dollar for dollar" in programming expenditures,

Mr. Trammell

Mr. Denny

SPAC was assured, but the money won't be spent the same way by NBC as by CBS.

Rather than invest heavily in a comparatively few properties, NBC will undertake broad creative program development, the executives said.

Survey of Prospects

Already NBC has auditioned hundreds of prospects. Of these 52 are being further examined. The 52 are called "possibly acceptable" programs, SPAC was told.

The network has rosy hopes for its comedy team of Dean Martin and Jerry Lewis, with whom a long-term contract was signed several weeks ago. At least one sponsor was said to have virtually committed itself to the show and the most thorny problem concerning the introduction of the team—which as yet has been unheard on NBC—was the selection of a time for it.

The NBC contract with the comedians guarantees that once Messrs. Martin and Lewis are put on the air in a regular show, they must be kept there for a minimum of 52 weeks—no matter what their rating or commercial standing, it was learned. This contractual provision naturally is causing NBC to study carefully the matter of scheduling.

It was also understood that NBC executives told SPAC their programming plans were not confined to creation and exploitation of

(Continued on page 52)

RETAILERS

Mitchell Lobs Mortar for Radio

RADIO's fight for the retail advertising dollar got underway in earnest last week.

Scene of the opening phase in an all-out battle with newspapers for a larger share of store advertising was the Memphis Advertising Club, where a newspaper spokesman had set the scene recently with a below-the-belt denunciation of radio.

ADDRESSING upstate New York agency, retailer and broadcaster groups, Maurice Mitchell (at microphone), NAB director of broadcast advertising, sets forth radio's claim in battle for advertising dollar. Mr. Mitchell spoke before Jamestown Advertising and Sales Club, Jamestown, N. Y. Seated (l to r) are John Henzel, manager of WHDL Olean, N. Y., and Si Goldman, manager of WJTN and WJTN-FM Jamestown.

Shooting the competitive works on behalf of radio was Maurice B. Mitchell, NAB director of broadcast advertising. Mr. Mitchell departed from the traditional friendly competitive role of broadcasting spokesmen by tearing the newspaper medium into shreds.

He used two principal weapons. First, he discussed radio's advantages as a medium and its growing use by retailers. Second, he drew from an address by B. Earl Puckett, president and director of Allied Stores, to show that newspapers are outmoded and rapidly losing public as well as advertiser respect. Mr. Puckett's views were given in a Jan. 18 address to the Newspaper Advertising Executives Assn. in Chicago.

The Memphis address signifies that NAB is starting after retail business aggressively pending completion of the All-Radio Presentation, Mr. Mitchell told the gathering that included over 100 retailers.

"We sense a revolution in retail advertising," Mr. Mitchell said.

(Continued on page 24)

JOHNSON PRODS ANTI-CLEARS

Craney Group Girds

By ED KEYS

INDEPENDENT broadcasters, girding for battle with the clear channel forces, were warned by Sen. Edwin C. Johnson (D-Colo.) Friday that "intelligent, hard hitting action" is imperative to defeat those he charged were seeking national radio control.

The battle cry was sounded by Sen. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, during his address at the organizational meeting of the anti-clear group in Chicago's Palmer House.

Sen. Johnson, ardent foe of the clears and author of a bill (S-491) to break down the clear channels and forbid power in excess of 50 kw, sized up the independents' adversary as "a well entrenched, well financed, well staffed group who are determined to have radio control in the United States."

Broadcasters who had responded to the rally call of Ed Craney, managing director of Pacific Northwest Broadcasters, were cautioned by Sen. Johnson against placing their faith in what Congressional support they may have or to rely upon trade organizations to fight their battles.

Urges Unified Action

"The main thing to do now," he advised, "is to get together, stick together, have clear cut objectives, develop good strategy, plan an intelligent campaign, get it going fast, keep fighting hard, and you won't lose out and neither will the American people lose out."

Just prior to his departure for Chicago, Sen. Johnson reiterated his opposition to clears in a statement on the floor of the Senate prefacing introduction of the Senate subcommittee interim report. He asked and received consent for reprinting of the lengthy report in the *Congressional Record*—an unusual procedure—and commended Sens. Tobey and McFarland for their "excellent work."

The chairman urged all Senators to study the Senators' report. He criticized the FCC for arrogating unauthorized powers. He added:

"Furthermore, the committee report raises the important legal question of whether a fundamental policy matter which directly concerns and affects all the people of the United States shall be decided by an administrative regulatory agency created by Congress for that function or whether such a paramount question of important national policy should be determined by the Congress itself. I believe, and I am sure all Senators believe, that basic, fundamental policy questions must be determined by the lawmaking body."

Mr. Craney had earlier announced that he had received 112 replies to letters he circulated last month seeking support for the organization of independent broadcasters. His goal is a war chest of more than $10,000 for establishment of a Washington office with a paid director [BROADCASTING, Jan. 24].

★

In commenting on the position of radio trade organizations relative to the clear channel issue, Sen. Johnson said he remembered "all too well that neither the National Assn. of Broadcasters nor the Regional Broadcasters desired to testify for you in the hearings on the Johnson bill." He referred to a bill he had introduced in the 80th Congress to accomplish the same purposes as the current proposed legislation.

"You must depend on yourselves alone, and remember that you do comprise the overwhelming majority of the radio stations in this country," the solon continued.

Gratified at Response

In reference to the independent broadcasters' response to Mr. Craney's call, Sen. Johnson described the action as gratifying and noted that the collective action signified their intention to actively support "a strong, cohesive organization which will truly represent the middle man and the little man in radio in order to fight effectively for the interests of the listening audience whom they serve."

Sen. JOHNSON

"It is well," he continued, "that this spirit prevails when one contemplates the disasters which threaten the very existence of that major part of this great industry which you operate. The state of the Union in radio is not good. Intelligent, hard-hitting action obviously is imperative now."

Limitations, which Sen. Johnson understood would be acceptable to some independent broadcasters, would include: (1) Reallocation of clears so they would be located only in so-called unserved "white areas." (2) Complete duplication of all other clear channels. (3) Limit high power clears to three or four, with maximum power of 100 kw. (4) Deny ownership of such high power clears to every network and deny these stations the right to broadcast network programs. (5) Require such stations to do their own programming.

The Colorado legislator put him-

(Continued on page 48)

LEVYS TO LEAVE

Resign WCAU April 1

THE Levy brothers—Dr. Leon, president and general manager, and Isaac D., vice president and general counsel—have resigned after a quarter-century of managing the WCAU stations in Philadelphia, effective April 1. They will continue on the board, however, and be available in advisory roles.

Their successors are expected to be Joseph L. Tinney, executive vice president and assistant general manager, and Louis Levinson, an assistant in the station's legal department, it was speculated.

The Levys sold their controlling interest in WCAU to the *Philadelphia Record* in 1946. Each had owned 32.67%. They retained substantial stock holdings in CBS. The *Record* sold WCAU in 1947 to the *Philadelphia Bulletin*.

Dr. Levy attributed the two resignations from active WCAU management to the press of personal and outside business interests. Simultaneously he revealed that they are establishing their own offices April 1 at 123 S. Broad St., Philadelphia, where they will conduct their various enterprises.

The Levys joined WCAU in 1924 and have since been continuously associated with its management. Under their direction the station grew from a 500 w outlet to its present 50 kw clear channel position. WCAU was the first station to join the Columbia Broadcasting System in 1927, and last year became the first affiliate of CBS' television network. The brothers are members of the CBS board of directors.

Dr. LEON LEVY

ISAAC D. LEVY

Dr. Levy, Philadelphia-born and graduated from the U. of Pennsylvania's Dental School in 1915, practiced dentistry before entering the radio field in 1924. Co-owner of Jaclyn Stable, he is a director and member of the executive committee of the Atlantic City Racing Assn., as well as a director of Yellow Cab Co. of Philadelphia. Dr. Levy's civic activities include directorship of hospitals and many charitable organizations.

Isaac Levy, also a native of Philadelphia, was graduated from the same university's Law School in 1913. A prominent member of the Philadelphia bar, he has handled WCAU's legal matters since his entrance into the broadcasting business, also in 1924. Mr. Levy is considered one of the nation's foremost authorities in radio law. Like his brother, he also serves as director of the Atlantic City Racing Assn. and the Yellow Cab Co. For the past two years he has been chairman of the city's Community Chest's Red Feather Rally Committee.

Both Levys reside in the Germantown section of Philadelphia.

WCAU Inc. includes the 50 kw CBS WCAU, WCAU-FM and WCAU-TV.

SENATE GROUP CRACKS FCC

Wants Clears Split

By RUFUS CRATER

IN A REPORT foreshadowing greater Congressional activity in FCC policy determinations, a two-man Senate Interstate Commerce subcommittee last week recommended unequivocally that clear channels be broken down and the power ceiling kept at 50 kw.

The report also contained a a recommendation which, if carried out, would mean that more than 200 U. S. stations and scores in other North American countries would have to be put off the air or moved to other frequencies.

This was a proposal—also advocated in substance by the Mexican Government—that the new North American Regional Broadcasting Agreement provide that "no signatory shall share or duplicate the clear channels heretofore assigned to any other signatory." The U. S. now has 182 daytime and 25 full-time stations operating on channels to which other nations have 1-A priority under NARBA.

Sen. Ed C. Johnson (D-Colo.), chairman of the commerce committee and author of a pending bill to maintain the present 50 kw power limit and break down the clears (S-491), endorsed the subcommittee's recommendations and pledged himself personally to bring them before the NARBA treaty conference which is slated to convene in Canada next September. *(Also see page 22).*

But other authorities noted that the U. S. position for NARBA is not formulated by the commerce committee alone (or its subcommittee), but primarily by the State Dept.'s FCC and industry representatives. Further, they said, Sen. Johnson's participation in the NARBA conference presumably would be as a member of the U. S. delegation—and as a delegate he would be committed to support the U. S. position, which has not been formulated and which may or may not coincide with the recommendations of the commerce subcommittee.

Limitation Recommended

The subcommittee, composed of Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.), ranking Republican and Democratic members of the commerce committee, also recommended a 50 kw power limitation for all NARBA signatory nations as well as for stations within the U. S. Mexico, with a claimed six stations using more than 50 kw, is the only signatory now operating above that range.

The subcommittee made clear that it would "deplore" issuance of an FCC decision on the long-pending clear-channel case before next September's NARBA conference.

Sen. TOBEY

Sen. McFARLAND

The questions involved form a "fundamental policy issue of tremendous national import" and should be handled by Congress, the report asserted.

Sen. Johnson sent a copy of the report to FCC Chairman Wayne Coy, declaring he subscribed to the recommendations "fully and completely."

"I trust that you will acquaint your colleagues on the Commission with the report and my views on it," he told the FCC chief. FCC authorities had no immediate comment on the report.

Sen. Johnson also sent a copy to the State Dept.

Other views and recommendations in the subcommittee's unheralded report included:

1. The panel system of organization being considered by the Commission "is not contemplated by the existing law" *(see story page 46)*, but a procedure "somewhat similar to that of our appellate courts" might expedite FCC action;

2. The commerce committee should make a continuing study of FCC and its operations, including "a complete exploration of every influence that has been exerted to bring about various decisions";

3. FCC should be given authority, via legislation, to issue cease-and-desist orders against stations violating provisions of the law or FCC's rules and regulations;

4. Use of radio or wire communications to defraud should be made a federal offense with a new law similar to the postal fraud statute;

5. FCC's review of programs is not censorship and the law needs no changes in this respect.

Early Legislation Unlikely

There appeared no great likelihood of early legislation to implement the report. Capitol Hill sources felt the present plan is to legislate on the clear-channel question only if developments at the NARBA conference require it, despite the pendency of Sen. Johnson's breakdown bill.

Nor was it thought that bills would be introduced to provide the Commission with cease-and-desist authority or to deal with the fraud question until the full Committee has studied the report. When this might be could not be foretold, since the committee has not yet held its organizational meeting.

The recommendations for continuing study of the FCC spurred speculation that Sen. Johnson might name a new subcommittee with himself as chairman but retaining both Sens. McFarland and Tobey as members. Named during the last Congress, the subcommittee has been functioning under the chairmanship of Sen. Tobey. Sen. Albert W. Hawkes (R-N.J.), who has since retired, was the third member but did not participate actively.

Observers felt little doubt that the Commission would abide by the lawmakers' views and hold up its long-awaited clear-channel decision at least temporarily, as it did in parallel circumstances a year ago. Similarly it was felt unlikely the Commission would proceed now with its plan to reorganize into semi-autonomous divisions which would handle broadcasting, common carrier, and safety and special service matters respectively [BROADCASTING, Jan. 10].

Suggests New Procedure

While professing that it was neither "approving" nor "rejecting" the division plan, the subcommittee questioned its lawfulness and suggested a different procedure in which cases would be assigned to a "group or subcommittee of Commissioners" but with all Commissioners participating in the decision.

Although it questioned the panel system for the Commission, the subcommittee recommended "panelizing" of the staff—that is, organizing it along functional lines. Instead of legal, engineering and accounting bureaus as such, there would be broadcasting, common carrier and safety and special services bureaus, with lawyers, engineers, and accountants assigned to

(Continued on page 46)

REPORT HIGHLIGHTS

HIGHLIGHTS of report submitted to Senate Interstate Commerce Committee last week by Sens. Charles W. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.), the subcommittee named last year to study communications problems:

- The clear-channel issue, including the question of power above 50 kw, should be decided by Congress, not FCC, and should be resolved in favor of clear-channel breakdowns and retention of present 50 kw power limitation.
- Reorganization of the Commission into semi-autonomous panels, which has been under consideration, would be unlawful. A "subcommittee" principle of operation, however, should be helpful.
- The FCC staff should be reorganized along "functional" lines, with the general counsel, chief accountant, and chief engineer operating directly under the Commission itself.
- A legal review board, outside the jurisdiction of the Law Bureau, should be established to help the Commission review and write decisions.
- Legislation should be enacted to give FCC authority to issue cease-and-desist orders to stop violations of the Communications Act or the Commission's rules and regulations.
- No further legislation is needed with respect to the Communications Act's ban on censorship: the FCC is acting within its authority, and not violating the censorship ban, in reviewing the past performance of stations.
- Use of radio to defraud should be made a federal offense.
- The new North American Regional Broadcasting Agreement should impose a 50 kw power limitation on all participating countries, and no signatory should share or duplicate the clear channels assigned to other nations.
- A watchdog committee should be set up by the Senate committee to make a continuing study of the FCC, its operations, and communications affairs in general.

RADIO-PRESS WAR II? • • • • • • • • • • • • • AN EDITORIAL

THE GLOVES are off in what could become Press-Radio War II. The first war began 20 years ago when radio first entered the news field. It ended when newspapers found they couldn't lick radio. They joined it. Press associations opened their portals to radio and stations now are their biggest customers.

Press-Radio War II is being pitched on the business front. There were "cold war" indications following V-J day in 1945 when newsprint rationing ended. Newspapers, through the ANPA Bureau of Advertising, began shooting at radio business, notably in the retail field. They hit below the belt, in the view of many broadcasters.

The gun went off last Friday at Memphis. Maurice B. Mitchell, NAB's director of broadcast advertising, let go in an address before the Memphis Advertising Club. It was his second blast within a fortnight, the first having been fired at Jamestown, N. Y., before a group of retailers, agency men and broadcasters from the upstate area.

At Memphis, however, Mr. Mitchell was armed with a block-buster, in the form of an address delivered Jan. 18 by B. Earl Puckett before the Newspaper Advertising Executives Assn. at Chicago. Mr. Puckett controls a sales promotion budget of $16,500,000 for the Allied Stores, largest single retailing entity in the country. He threw the book at the newspapers, and backed up his criticisms with statistics. He called newspapers arrogant, arbitrary, smug and behind the times.

Then the statistics: In the last decade newspapers have been dropped from 75% to 65% of Allied Stores' advertising budgets. Newspaper expenditures, dollar-wise, increased 165% But radio increased 450%, direct mail 620% and magazines 990%.

What Mr, Puckett said (and you can read about it on pages 21, 24 in this issue) was the perfect springboard for Mr. Mitchell in Memphis.

He cited the reasons for the swing to radio by the retailer, now pegging him as radio's biggest customer. He pointed to the new generations grown and growing up, which are accustomed to being talked to; who were not weaned on newspapers or the printed page. These same new generations in large measure are directing advertising of these retail establishments. To them there has always been radio. They have depended upon radio for information, news, entertainment. It has always been their way of life—an indispensable part of it.

It's a convincing story because it's a factual one. Radio—less than 30 years old—serves a nation with 77,000,000 receiving sets in use. Newspapers, 250 years old, are less in number than they were 10, 20 and 30 years ago. Radio serves its listeners *free*, and entertains them in the process. Newspapers are *sold*. The radio-advertised product costs no more than the newspaper-advertised wares.

An all-out Radio-Press War II isn't necessary. Clean competitive selling is much to be desired. So far there has been the sort of provocation that broadcasters cannot long condone.

Radio is keeping its powder dry.

Retailers

(Continued from page 21)

"Retailers are beginning to realize that newspapers are no longer talking to their stores.

"The retailer always has considered radio his best friend, but has been the slowest to get in. Major retailers have urged small stores to use the medium, prodding the little guys. The little stores have pulled radio's local advertising above network expenditures. Major retailers are the only holdouts but the little stores with their radio campaigns are cutting into their sales and hurting them.

"Store operators now take personal pleasure in going into other media, especially radio, and the big department stores are getting ready to make the jump. Joskes provided the first big step. Then National Retail Dry Goods Assn. became actively interested in broadcasting and started its national radio awards contest."

NAB is actively pushing its five-point retail advertising formula, Mr. Mitchell said. This formula really works, he added. "We know it gets results," he continued. The five points are:

1—Have an objective; what do you want from radio and who do you want to talk to?

2—Beamed program technique, a rifle shot at a target. Make a regular date with the people who are listening to your program, deliver a service to them in return for their attention to your advertising, and deliver to the same people on a regular basis.

3—Advertise in-demand merchandise and advertise it regularly.

4—Direct action copy, talking to people in terms they understand, in the terms in which they think of the use of the merchandise.

5—Coordinate your advertising; make all other media work to make your radio more successful and use your radio to make other media work better.

Mr. Mitchell reminded the Memphis club that new generations are living differently, influenced by the progress of advertising and accustomed to being talked to over the air and depending on radio for their news and entertainment. He said the swing of retailers to radio is already a "landslide," attributable to the new living habits, though in the past they were traditionally newspaper advertisers.

"We believe that soon all retailers will be using radio as a basic advertising medium," he said. "And when they do they will be buying the most powerful selling force ever created; they will be greatly decreasing the one annoying factor in today's business picture—the high cost of operating a store and the high cost of advertising—because we believe radio reaches more people more persuasively for less money. In short, we believe we're on the threshold of a brand new era in American advertising and retailing."

Small Growth

Referring to the *Printers' Ink* 1948 newspaper circulation estimate of 52,000,000 compared to the 1947 daily average of 51,673,276, Mr. Mitchell called the increase, less than 1%, the "last twitch in the growth of newspapers in the United States. Newspapers are going out of business rapidly, with consolidations and mergers. Retailers no longer figure they have to use every newspaper in a city.

Mr. PUCKETT

"Radio is a basic part of the American way of life—America's first activity. The development of specialized printed media has made the newspaper an outmoded means of disseminating information. There's nothing left in the newspaper but the advertising and the newspaper now performs no unduplicated service of broad interest."

The speech by Mr. Puckett, Mr. Mitchell indicated, gave newspapers the worst public scolding they have had in a long time. Mr. Puckett cited these developments in newspaper-retailer relationships in the last decade:

Daily newspapers have increased their circulation 25% and Sunday papers by 48%.

Home magazines have increased their circulation 117% and fashion magazines 318%.

Newspapers have increased their milline rates 25% while the leading magazines have decreased their cost per page per thousand circulation.

Newspapers have increased their advertising revenue 93% while magazine and radio advertising revenue have each increased approximately 175%.

Magazine advertising revenue increases were particularly large in lines of merchandise carried by department stores, averaging over 350%. This represented increases of almost 400% in men's wear, almost 500% in women's and children's wear, and 225% in home furnishings.

Mr. Puckett, according to Mr. Mitchell, revealed this surprising trend in the sales promotion budget of Allied Stores, which placed over $16,000,000 of advertising annually, during the last decade:

Newspapers did receive 75% of our expenditures. Today, this figure has dropped to 65%. (It is still eleven million dollars though for white space.)

Newspaper expenditures have increased 165%.

Radio has increased 450%.

Direct mail has increased 620%.

Magazines have increased 990%.

Recalling a Pennsylvania survey conducted by Allied Stores, Mr. Puckett showed that 75% of retailers said newspapers refused to give publishers any news publicity; two-thirds of the stores surveyed said newspapers refused to mention name of the store even though in connection with stories of admitted news value having reader interest.

Mr. Mitchell told the Memphis Club Mr. Puckett termed unrealistic newspaper "standards" the result "of much intellectual inbreeding." He quoted Mr. Puckett as saying, "Publishers and editors should not develop such inferiority complexes just because their livelihood is based on our advertising revenue. It is a business deal. They need not resort to 'defense mechanisms'."

Puckett's Definition

Mr. Puckett's speech questioned the current editors' definition of newspaper news, citing the greater increase in Sunday papers than in dailies because of the broader approach to current life interest and its acceptance by the reader.

"Fashions for the women, fashions for the children, fashions for dad and fashions for the home are important, most important to a majority of potential newspaper readers," Mr. Puckett told the Chicago group. "Time was when the retailers' advertising could build and hold this readership for the newspaper. That was most advantageous for newspapers. The paper charged the retailer for building and holding its own circulation. There is little wonder that many fortunes were made in the newspaper publishing business. The customer did half the work and paid generously for the privilege."

Mr. Puckett said his new appraisal of what constitutes news is based on changed and broadened interests and on the facts that women do two-thirds of the reading and spend four-fifths of the money.

A one-lesson course in radio advertising was given by Mr. Mitchell in a Jan. 19 address to the Jamestown (N. Y.) Ad Club. Simon Goldman, general manager of WJTN Jamestown, said the response was "tremendous and enthusiastic" and the club authorized printing of the speech in booklet form for distribution to the 800 ad clubs in the country.

NBC EXODUS

CBS Signs Bergen, Skelton, Three Others Said Near

THE TRANSFER of talent to CBS last week took on the proportions of a stampede.

Edgar Bergen, Red Skelton, Fibber McGee & Molly, Ozzie & Harriet and at least one other top ranking NBC show were set, or nearly so, to start work at CBS in the fall.

And, one CBS executive exulted, "There are more to come."

Mr. Bergen, it was learned, had been signed to a long-term contract covering both radio and television services for the network. He will begin a radio show next fall in the 8-8:30 p.m. Sunday spot which he occupied on NBC before his "retirement" at the end of 1948. His sponsor will be Coca-Cola.

Additionally, a regularly-scheduled television program starring Mr. Bergen and, of course, his wooden accomplices, McCarthy and Snerd, was all but set last week on CBS under the sponsorship of Coca-Cola.

It was understood that Mr. Bergen had suggested that his radio program be kinescoped in Hollywood, and telecast at a subsequent time. The sponsor, however, wanted him to originate a live television program over CBS from New York. Settlement of the television plans hinged upon Mr. Bergen's acquiescence to move his residence from Hollywood to New York.

What would happen to Wildroot's *Adventures of Sam Spade*, now heard in the 8-8:30 p.m. Sunday time, when Mr. Bergen moved in, was unknown.

Bergen's Salary

Mr. Bergen's "retirement" from NBC was by mutual consent with his former sponsor, Standard Brands, which had advised the comedian it wished to release him because of the high cost of his show, said to have been approximately $25,000 a week. Although his contract with the sponsor still had more than a year to run, the ventriloquist agreed to the cancellation.

He subsequently figured with Coca-Cola in a proposed capital gains deal which was called off after the government had advised against it. His new association with Coca-Cola is the more usual one of sponsor and star. His basic contract is held by CBS.

It was authoritatively reported, although denied by CBS, that Coca-Cola would pay Mr. Bergen less for his radio show than he earned from Standard Brands and that the difference would be made up by the network. The salary guaranteed by CBS to Mr. Bergen was not announced, but it was believed at least to equal that he was receiving from his former association.

The transfer of Red Skelton to CBS, scheduled also to take place in the fall, was reported to have been a deal between the network and Procter & Gamble, his sponsor on NBC.

Mr. Skelton will be placed in the 8:30-9 p.m. Sunday time, a move which will again cause a rescheduling of *Lum 'n' Abner*, sponsored by Frigidaire division of General Motors. *Lum 'n' Abner* recently moved to that time from their former 10-10:30 p.m. Sunday spot, in a switch with the sustainer, *Life With Luigi*.

The time for which *Lum 'n' Abner* would be scheduled next fall was unsettled last week.

Mr. Skelton is now heard 9:30-10 p.m. Fridays on NBC.

It became known that CBS has also virtually completed negotiations with International Silver Co. through Young and Rubicam, to transfer its *Ozzie and Harriet*, now on NBC 6:30-7 p.m. Sundays, to CBS next fall.

If present plans are executed, the CBS Sunday evening lineup would be:

6:30-7 p.m., Ozzie and Harriet
7-7:30 p.m., Jack Benny
7:30-8 p.m., Amos 'n' Andy

RED SKELTON

8-8:30 p.m., Edgar Bergen
8:30-9 p.m., Red Skelton

The Spike Jones program, now heard at 6:30-7 p.m. under sponsorship of Coca-Cola, will either move to another time or be cancelled because of the advertiser's investment in Mr. Bergen. The decision will probably be made soon.

Meanwhile, negotiations between CBS and *Fibber McGee & Molly* were reported to be at the signing stage. Whether a capital gains proposal was involved was unknown, but it was certain that the network had at least offered the comedy team a long-term contract for both radio and television.

At least one other comedy star now on NBC was also near capture by CBS, it was authoritatively reported, but the star's identity could not be learned.

The CBS program campaign was not confined to negotiations with stars themselves. It was known that the network had made presentations to several agencies and sponsors having programs on other networks, in an endeavor to entice them to join the parade to CBS.

Where it would stop no man knew. As Fred Allen remarked at the close of his broadcast Jan. 23: "I'll be back next week, same time, same network. No other comedian can make that claim."

'48 GROSS

Networks Near $200 Million

GROSS TIME sales of the four nationwide networks in 1948 totaled $198,995,742, according to figures released to BROADCASTING last week by Publishers' Information Bureau.

Total represents an increase of 4.7% over the combined network gross of $190,930,336 reported by PIB for 1947.

For the month of December, the network total was $17,950,632, more than a half-million dollars ahead of the November billings. Major increases were in the network advertising of toiletries and smoking materials, each with December billings more than a quarter million ahead of those for November.

Smaller increases over the preceding month were also shown by advertising for agricultural equipment, beers and wines, building materials, drugs, foods, gasoline, insurance, jewelry, office equipment and stationery, radios, and sporting goods and toys. Last category showed expenditure of $22,380 for network time in December, after having used no network time at all during November.

For the month of December, food advertising was the leading category of network users, followed by toiletries, smoking materials, laundry soaps and drugs, in that order. For the year 1948, food advertising was also first and toiletries second, but drugs wound up in third place and smoking materials in fifth, soaps and cleansers remaining in fourth position.

Tabulations

Tabulation of the various types of advertising on the networks and the gross time billings for each class, for December and for the full year of 1948 is shown in adjacent table.

* * *

NETWORK GROSS BY PRODUCT GROUP
January-December 1948

Class	Dec. Gross Value	Jan.-Dec. Gross Value
1. Agriculture & farming	$147,361	$1,531,531
2. Apparel, footwear & accessories	116,870	1,431,598
3. Automotive, automotive accessories & equipment	772,429	7,696,776
4. Aviation, aviation accessories & equipment	—	—
5. Beer, wine & liquor	86,775	1,116,697
6. Building materials, equipment & fixtures	105,812	988,686
7. Confectionery & soft drinks	629,684	7,655,484
8. Consumer services	165,764	2,549,586
9. Drugs & remedies	1,890,512	22,566,488
10. Entertainment & amusements	—	5,215
11. Food & food products	4,318,500	47,208,282
12. Gasoline, lubricants & other fuels	612,915	5,969,057
13. Horticulture	—	98,946
14. Household equipment & supplies	727,865	8,628,906
15. Household furnishings	109,588	1,331,640
16. Industrial materials	180,116	1,747,826
17. Insurance	352,538	4,238,745
18. Jewelry, optical goods & cameras	194,135	1,201,942
19. Office equipment, stationery & writing supplies	147,651	2,317,072
20. Political	—	1,213,282
21. Publishing & media	30,247	1,450,097
22. Radios, phonographs, musical instruments & acces.	164,645	1,560,098
23. Retail stores & shops	—	—
24. Smoking materials	1,966,469	20,323,300
25. Soaps, cleansers & polishers	1,954,739	20,767,870
26. Sporting goods and toys	22,380	81,469
27. Toiletries	2,869,240	32,145,225
28. Transportation, travel & resorts	106,112	333,616
29. Miscellaneous	278,285	2,836,308
TOTAL	$17,950,632	$198,995,742

Named Media Chief

ALBERT E. FOSTER, with Lever Bros. since 1922, has been appointed media director for the company. Until recently Lever's radio manager, he was named to his new post following consolidation of firm's space and radio units. Michael J. Roche, Lever general advertising manager, who announced the appointment, said W. J. Watts will continue as space buyer and C. P. Lynch, whose previous title was radio spot buyer, will become radio timebuyer. Before becoming Lever radio manager Mr. Foster had been special assistant for research and later special assistant for radio.

Mr. Foster

GIVEAWAYS

M.C. Says Sponsor Suffers

By HERMAN BRANDSCHAIN

GARRY MOORE, who has been asking $64 questions on *Take It or Leave It* since the fall of 1947, arrived in New York last week with some answers to such $30,000 questions as, "How good are giveaway shows for sponsors?" and "What's their future?"

The answers sounded like he was biting the sponsor that feeds him in four figures. He took a dismal view of giveaways.

His own high-Hoopered program (NBC, Sundays, 10-10:30 p.m.) is sponsored by Eversharp Inc., which also buys a piece of *Stop the Music*, a reigning ruler of the realm of giveaway.

His opinions, in one, two, three order, were something like this:

1. Giveaways are not apt to create the "warm feeling" toward sponsor that makes the listener an enthusiastic customer of the buyer's product.

2. Giveaways as presently run, with a multiplicity of product mentions, offer poor sponsor identification records.

3. Giveaways are, however, among the cheapest ways of building immediately a big audience. But this may not be the best thing for the sponsor, anyway.

4. Giveaways are a fad, riding the top of a cycle—but who knows what the next turn will be?

5. Giveaways are not good radio.

6. Giveaways are tough on talent.

7. For the long-term pull, a sponsor will build good will and be able to do a better selling job through the ever-popular "girls-tunes-comedy" pattern.

The 34-year-old quizmaster left the office-study and goldfish tanks in his nine-room house in Brentwood, Calif., to come East for huddles on how to de-emphasize the jackpot part of his own *Take It or Leave It*. He'd like to see the jackpot eliminated.

Incidentally, he does not consider *Take It or Leave It* a giveaway show. He reserves the giveaway classification for programs which draw their audiences primarily because of the money to be won on them. People listen to *Take It or Leave It*, he said, to hear the fun, not for a big prize.

Jackpot Conferences

All week he held so-called "jackpot conferences" with Martin Straus 2d, chairman of the board of Eversharp; Milton Biow, president of Biow Co., Eversharp agency; executives of Allied Syndicates, Eversharp's public relations agents, and Bruce Dodge and Edith Oliver, respectively producer and writer of *Take It or Leave It*.

"As a performer," said Mr. Moore, "I deplore giveaway shows. As a radio man, I can't blame a client for buying them."

He explained that talent was finding itself at a loss to compete against the element of greed engendered in listeners by giveaways.

"If you put Ingrid Bergman in 'Joan of Arc' in a theatre on one side of the street and put a mediocre deal with a $30,000 jackpot in a building across the street," he said, "you'll find Ingrid Bergman won't do any business."

Radio quality has suffered from just this same kind of dangling of a too-big red apple in front of audiences, he believed.

"Shows with small money prizes used to have a homey, personal quality. That's all been destroyed now by the $30,000 giveaway shows. The old element of greed has come in and destroyed the happy relaxed quality of radio."

Mr. Moore said he enjoyed *Take It or Leave It* because of the quality of friendliness it had. This quality, he feared, is threatened by introduction of a bigger jackpot.

He felt that as jackpots got larger and larger, the win-or-lose shows ceased being a happy game and became a deadly serious battle. When a person loses in a battle for very high stakes, he may try to laugh it off, but he can't help feeling resentment, he reasoned. Ultimately, the resentment is directed toward the sponsor, he felt.

"If the person trying for the jackpot loses, both he and the audience feel bad, since the audience identifies itself with the contestant. I'm the villain in the plot, the croupier at the gambling casino—and no one loves a croupier—who has taken this fortune away from the person because I've refused to give him a hint and let him win a few thousand. So I become the enemy of the audience. This way, I'm losing the chance I have for rapport with the audience."

Sponsor Suffers Ultimately

And when he does that, Mr. Moore believes, his sponsor is the ultimate sufferer.

Pointing out that a giveaway can be the means of handing the sponsor a huge, immediate audience, he

(Continued on page 48)

* * *

DISCUSSING plan whereby listeners to Eversharp's NBC *Take It or Leave It* and studio audience may bid for $64 and jackpot are (l to r) Garry Moore, m.c.; Martin Straus 2d, Eversharp board chairman, and John Hamm, Biow Co. radio department manager.

MOVIE LICENSEES

FCC to Probe

THE AWAITED PROBE of the radio qualifications of major motion picture producers was set in motion by FCC last Thursday.

The investigation will determine the rights of the producers to own and operate radio stations in the light of the U. S. Supreme Court's decision finding them guilty of anti-trust law violations.

Instead of calling a general hearing, the Commission initiated its study by putting two television stations and their associated experimental outlets on temporary license pending an examination of the qualifications of the licensees as a result of the Supreme Court decision.

The stations were WBKB Chicago and WABD New York. WBKB is licensed to Balaban & Katz Corp., a subsidiary of Paramount Pictures. WABD is owned by Allen B. DuMont Labs, which FCC in a proposed decision has held to be under the control of Paramount.

Officials indicated that other stations associated with film producers named in the anti-trust decision would be given similar temporary extensions when their licenses come up for renewal, unless the whole issue has been settled in the film firm's favor by then. Presumably AM and FM as well as TV qualifications would be involved.

Millions of dollars in present and planned investments in radio stations would be affected if FCC concludes that the Supreme Court's decision should bar the producers from station ownership.

Those Involved

Among the producers and theatre operators involved in the anti-trust decision, all of which have or are seeking radio interests, are Paramount, Twentieth Century-Fox, Warner Bros., Loew's Inc., Schine Chain Theatres, and H. J. Griffith.

FCC's action with respect to WBKB and WABD marked its second move toward such a motion picture investigation.

Last July the Commission announced it was holding up action on an application for consent to the sale of KSO Des Moines so the participants might have a chance to file briefs on the qualifications of Paramount, which would have acquired 25% of KSO under the transfer [BROADCASTING, July 19, 1948].

But Tri-States Meredith, the purchaser, called off the transaction, denying Paramount lacks broadcast qualifications but declaring FCC had failed to act until the day the KSO contract expired.

Before that, the possible effects of the Supreme Court decision had been under study by the Commission staff for several weeks [BROADCASTING, June 21, 1948].

Concerning procedure FCC may follow in its investigation, authorities pointed out that a favorable showing by Paramount in the WBKB-WABD case could prompt the Commission to drop the whole inquiry. A hearing is not necessary for a favorable decision. But the Commission must offer a hearing before it can deny any application.

The stations and applications of companies found guilty by the Supreme Court are as follows:

Paramount — Through subsidiaries owns KTLA (TV) Los Angeles and WBKB (TV) and WIBK (FM) Chicago; has 50% of WSMB New Orleans; controls applicants for television in San Francisco, Detroit, Boston, and Tampa; owns half interest in a TV applicant for Des Moines and an AM applicant for Atlanta, and 10% in an AM applicant for Hot Springs, Ark. In addition FCC has issued a proposed finding—contested by Paramount—that the film company's 29% interest amounts to control of DuMont, which operates WTTG Washington, WDTV Pittsburgh and WABD, and is applying for Cincinnati and Cleveland.

Warner Brothers—Owner of KFWB Los Angeles; purchaser (subject to FCC approval) of Mrs. Dorothy Thackrey's KYA San Francisco, KLAC Los Angeles and KLAC-TV; television applicant for Chicago.

20th Century-Fox—Television applicant for Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Loew's Inc.—Owner of WMGM and WMGM-FM New York.

H. J. Griffith (Southwest theatre chain operator)—Owner of KEPO El Paso, part owner of KWFT Wichita Falls, Tex., and interested in other Southwest applicants.

Schine Chain Theatres—Owner of WPTR Albany and part owner of WBCA (FM) Schenectady.

Experimental TV stations placed on temporary license by FCC last week were Balaban & Katz' W9XBB and W9XOE Chicago, and DuMont's W1XUX W2XEM W2XQW W2XWV W10XKT W3XHC W3XHD W3XWT W2XVT W2XQX.

FREE SPEECH BATTLE

'Baltimore Gag' Gets Court Test

By J. FRANK BEATTY

THE BATTLE to extend democracy's basic right of free speech into the 48th state was fought last week in a Baltimore courtroom. Outcome of the fight rests in the eagerly awaited decision of a lone Maryland judge, or perhaps the U. S. Supreme Court, eventually.

Foes and friends of free speech challenged and defended the notorious "Baltimore Gag" last Wednesday and Thursday. The occasion was a hearing by the Baltimore Supreme Bench in the contempt citations of several broadcast stations and a commentator.

The defendants have lived under a court-imposed cloud since last July 8 when they broadcast official announcements that a man had been arrested and had confessed the sex killing of a little girl.

Juridical history was made in the marble-walled courtroom as the biggest array of legal talent in the city's history confronted a neutral judge, John B. Gray Jr., of Calvert County. In this same building had been brewed the legal stench known variously as Rule 904, the "Baltimore Gag" and "Chesapeake Censorship."

Never in modern American history has so flagrant an example of censorship been imposed, Judge Gray was told by attorneys for WCBM, WFBR, WITH, all Baltimore, and WSID Essex, Md.; NAB; American Newspaper Publishers Assn.; American Civil Liberties Union; American Society of Newspaper Editors. WBAL Baltimore, also a defendant, was not heard last week because it had raised procedural issues. Cited with WITH is James P. Connolly, commentator.

Supporting the court's unique censorship system were two states attorneys, Senior Bar Assn. of Baltimore, Junior Bar Assn. of Baltimore, and the Maryland Civil Liberties Committee, which split with the national organization.

After two days of hearing, a lone issue stood out: Can the city court ignore constitutional and legislative guarantees to impose a censorship system by which individual judges decide what can be printed and broadcast, and then use contempt of court powers as a penal device?

Lash Back at Ruling

The answer from broadcasters and newspapers and the liberties union was a ringing "No." They presented U. S. Supreme Court authority, as well as constitutional and legislative basis, and then challenged nine prosecuting lawyers to produce any support for their contention in American law or legislation.

From the beginning the battle of lawyers assumed an international aspect. The prosecution side wrung English law completely dry as counsel offered citation after citation from his majesty's bench, dating back to 1669.

Against their common law contentions were arrayed stacks of American court decisions, including the basic Bridges vs. California (314 U. S. Supreme Court 252, 262) and supporting cases. These decisions, the defense contended, completely upset and rejected the old English contempt theory. This theory places in contempt any action that has a "reasonable tendency" to interfere with justice.

The generally accepted American contempt principle—except in Maryland, the "Free State"—is that "clear and present danger" must exist.

Though Maryland justice suffered a black eye as attorneys worked over what they called the un-American and unconstitutional methods of the city court, general agreement was heard on both sides that Judge Gray had conducted the trial fairly and efficiently.

Everyone in the crowded courtroom, including the 45-foot array of lawyers, sensed the importance of the case as proceedings opened Wednesday morning. Fireworks abounded as Judge Gray refused to admit exhibits dealing with a murder case not directly involved in the proceeding.

Only two witnesses were presented, one by each side, but their testimony was worked over thoroughly by cross-examining counsel.

The states attorney's witness was William H. Murphy, Negro attorney for the convicted murderer. Mr. Murphy testified that he chose a bench trial for his client because he feared an impartial jury could not be impaneled due to effect of broadcasts. On cross-examination he admitted the nature of the case influenced this decision.

Checked Stories Regularly

Andrew Banks, city editor of the *Baltimore News-Post*, testified that he constantly phoned the paper's lawyer or the local judges before printing stories about criminals after their arrest and before conviction.

Mr. Banks estimated that he had phoned the judges in 75 cases. He said he withheld stories when they ruled the material violated the court's Rule 904.

Thus the operation of the court's private censorship system was unveiled. As the implications of such an operation sunk in, James Lawrence Fly, former FCC chairman appearing as counsel for American Civil Liberties Union, ignored a bronchial infection that cut his delivery to a whisper as the courtroom remained spellbound.

For 12 minutes he recited his shock at the "relish" with which states attorneys and supporters referred to the English suppression of basic rights of free speech. Mr. Fly called Rule 904 "a drastic piece

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Text of 'Baltimore Gag'

PERTINENT paragraphs of the Baltimore Supreme Bench Rule 904 restricting publication of news about criminals follows:

Photographs, Statements for Publications, Etc.

In connection with any case which may be pending in the Criminal Court of Baltimore, or in connection with any person charged with crime and in the custody of the Police Department of Baltimore City, or other constituted authorities, upon a charge of crime over which the Criminal Court of Baltimore has jurisdiction, whether before or after indictment, any of the following acts shall be subject to punishment as contempt:

* * * * * * *

C. The issuance by the police authorities, the State's Attorney, counsel for the defense, or any other person having official connection with the case, of any statement relative to the conduct of the accused, statements or admissions made by the accused, or other matter bearing upon the issues to be tried.

D. The issuance of any statement or forecast as to the future course of action of either the prosecuting authorities or the defense relative to the conduct of the trial.

E. The publication of any matter which may prevent a fair trial, improperly influence the court or the jury, or tend in any manner to interfere with the administration of justice.

F. The publication of any matter obtained as a result of a violation of this rule.

BMB DRIVE

Factors That May Affect

THREE FACTORS as yet unresolved may determine the success or failure of BMB's drive to secure 1,000 or more subscribers for its second nationwide station and network audience study to be launched in March.

First factor will be the success of the newly appointed engineering committee in developing an engineering formula which, in combination with the BMB survey findings, will indicate where non-listening to a station is due to inability to get a satisfactory signal and where it is due to dissatisfaction with the station's programs.

The second will be provided by the results of the pilot field studies and whether or not they show the anticipated differences between average weekly audience, which was reported in the first BMB study, and average daily audience, which is being added to the average weekly audience reports in the upcoming study.

The third factor stems from the decision of the BMB board to make available to subscribers information about non-subscribing stations, for their "restricted" use. Broadcasters in highly competitive markets may well feel that they cannot afford to have their competitors armed with information about their own audiences of which they themselves are uninformed.

Pending more information on these three points, many broadcasters are withholding decisions on whether to become or to continue as BMB subscribers or to go along with MBS in sitting this one out.

Budget Motive

Mutual's cancellations, which becomes effective April 1 after the expiration of the 90-day notice period, follows that network's dropping of its subscription to the Hooperatings service. Both moves are said to be based on budget cuts which have eliminated all but the most productive research services which MBS was buying.

It should be noted that the Mutual withdrawal from BMB, which will decrease the bureau's revenue by about $1,000 a month, is not irrevocable. Part of Mutual's dissatisfaction with BMB data as sales ammunition stems from this network's feeling that BMB has not given enough consideration to the engineering factors influencing listening and its preference for the "listenability" formula developed by Mutual's own statisticians. Should the BMB engineering advisory committee come up with a satisfactory formula for combining engineering measurements with its family reports of listening, it is not impossible that MBS might reconsider and rejoin BMB.

The first task of this committee, which will shortly hold its first meeting, will be to attempt to set some engineering measurement on which they can agree as a standard for acceptable clarity of reception. Then, the committee must find a way to relate that engineering standard to the BMB data on listening as reported on the family ballots.

Essentially, the function of this committee is to devise a formula to show when a low BMB rating derives from a poor signal and when

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RATINGS

Given Too Much Attention, Says von Zehle

DANGER signal for those who place too much importance on program ratings is sounded by William von Zehle, president and radio director of William von Zehle & Co., New York, and president of Packaged Shows Inc., radio production subsidiary of his agency. Ratings are of secondary consideration, he says; the essential purpose of advertising is to increase sales. Mr. von Zehle formerly was with WNEW WHN and WINS, all New York, and radio director in Hollywood for Music Corp. of America. Some 50 accounts are handled by his agency. Among the larger accounts are Brotherhood of Railway Trainmen, Standard Radio and Pluto Corp.

By WILLIAM VON ZEHLE

President, William von Zehle Co., New York

THE TIME has come, I think, to run up a danger signal in connection with high radio ratings.

For my money, entirely too much attention is being focused on the importance of the "percentages" of network programs, especially give-away shows and those starring comedians and news commentators. Popularity ratings are unquestionably valuable in indicating trends, but the recent presidential election showed that research methods, especially when used to test popularity, are far from infallible.

Generally speaking, the best test for a radio program is whether in addition to producing good entertainment it sells goods.

Good Public Relations

Some high-budget shows are conceived, of course, for the primary purpose of achieving a good press and a prestige rating which result in good public relations.

The United States Steel Corp.'s program which features stage, screen and radio stars in condensed versions of outstanding plays is a good example. Everybody knows that the sponsor does not expect the listener to rush to the nearest hardware store and buy five pounds of U. S. steel; essentially the program is a good will builder.

But for purposes of illustration let's discuss programs that advertise specific products.

Naturally we do not pretend at the von Zehle agency that ratings are unimportant. We do claim, however, that too often they are incorrectly interpreted. In fact, too many agencies, we feel, have fallen prey to the claim that a high-budget program possessing a high rating will guarantee increased sales. The graveyard of radio is filled with discarded high-budget shows that met their death by slipping downward on a sales chart.

The rating-craze is a carry-over from the war years when it was the only way an advertiser could determine the value of his program. His product sold then whether he advertised or not, because of the terrific demand for goods.

However, on a big-name, highly rated show, the product is often of much less consequence than the program. In fact, a careful survey might disclose that an alarming number of listeners don't even know who sponsors the program.

On a low-budget show with a comparatively low rating, the product usually takes first importance. This becomes evident as a rule in increased case sales, especially if it is a packaged product.

Ratings Bragged About

We hear high ratings bragged about from the housetops. But very little is said about their sales power. For instance, I know of certain radio programs whose ratings are practically nil, but whose sales ratings are tremendous.

Take some of the soap operas as examples. A number of them have been going continuously a dozen years or more, getting outstanding sales results, yet the rating of some has never exceeded an average of 5. Nevertheless they have out-lasted innumerable other shows with infinitely higher ratings.

There can be only one answer to their phenomenal survival: They sell goods and at the same time provide ample entertainment to hold their loyal audiences regardless of ratings.

There is a growing tendency these days, however, to create a low-budget program that will provide a high rating. At our agency we believe it is much better to concentrate on a low cost program that sells goods and also entertains. The rating, we think, is a secondary consideration. The essential purpose of advertising is to increase sales, regardless of whether the budget is expended in newspapers or for the purchase of radio time.

Mr. VON ZEHLE

Media, regardless of its form, is a means to an end.

That end is the cash register.

On many high-rated shows, sales results are hard to check because in addition to radio, other media are used to advertise the product. For that reason we plan our campaigns so that regardless of media, sales can be checked, due to special media handling.

Coast Guard Show

Last spring we did a show for the Coast Guard through Packaged Shows Inc., called *This Is Adventure*, which showed how far apart rating and sales can get. With a period rating of 4-plus, we established a record in 13 weeks by overfilling the Coast Guard quota.

In fact, the sales power of the program grew so rapidly that enlistment standards were raised and credit for previous service reduced. In spite of these stiffer requirements, the Coast Guard not only enlisted the thousands of recruits required but turned away vast numbers unable to qualify.

While this program indicated in its first few weeks that it was heading for the high-rating bracket, we did not wait for this to happen before concentrating on its "sell." In fact, it accomplished its job and ended its run before reaching high rating because the show was tailored to sell from the start and therefore did not need a high rating.

In producing *It's in the Bag*, a give-away show sold on a participating basis, we perfected a format by concentrating sales power and listener appeal in a carefully defined shopping area. We also set up a 13-week pre-testing period used for laboratory purposes.

We learned through trial and error what products were best adapted to this type of program, what presentation techniques brought best results, what gags had most appeal, how the program could be most effectively timed, and innumerable other production details for which there was no book of rules.

As a result we established the fact that our program would definitely boost sales. In fact, we found 15 different types of household products that have definite "give-way" appeal. Sales for these products, therefore, can be increased, thus automatically adding entertainment value to the program because the give-away gimmick becomes an integral part of the show.

We also built a sturdy market for a new "mix" product, proving that a brand new, unknown item can be introduced as a "give-away," providing it's the right type. And although we materially increased sales for all 15 products adapted to this type of radio offering, we never at any time achieved what radio would term a high rating.

Business of Broadcasting

(One of a Series)

CONGRESS TELECASTS

Lane Urges Regular Televising of Proceedings

TELEVISION networks were urged last Wednesday by Rep. Thomas J. Lane (D-Mass.) to inaugurate regularly scheduled telecasts of Congressional proceedings. They were assured his cooperation in securing the approval of Congress for such programming.

Congressman Lane's proposal was inspired by the manner in which President Truman's one-man campaign aroused public interest in activities of the Congress.

Calling upon the networks to reserve daily time for telecasting proceedings of Congress, Rep. Lane explained that "it is still difficult for the people to visualize how their representative government functions."

In his public statement, the legislator expressed the opinion that the people should be shown how a committee works when considering legislation before approving or rejecting it.

"The work of a committee such as Rules in unsnarling the traffic of bills," he maintained, "is a remote fact which is not appreciated by the great majority of our citizens."

Rep. Lane said he would seek authorization of such telecasts from Speaker of the House Sam Rayburn (D-Tex.). If legislation is required he will introduce a bill to provide authorization, the legislator said.

Congressman Lane told BROADCASTING the chances of getting Congressional approval of such telecasts had been enhanced by public reaction to Inaugural coverage by television.

Arrangements, Rep. Lane felt, should be worked out by a committee, appointed by the Speaker of the House, in consultation with network representatives.

His proposal was not restricted to video, but also includes aural broadcasting, Congressman Lane explained. He laid particular stress on television, however, which he felt would be of value to high school and college classes in civics and government, in "bringing such subjects to life and to stimulate interest in current problems of government."

FRANK RESIGNS

Leaves BMB Post on Feb. 4

PHILIP FRANK has resigned as secretary of BMB and will leave the bureau Feb. 4.

Mr. Frank joined BMB in January 1946, just prior to the start of the organization's first nationwide study of station and network listening. He went to BMB from ABC, where he had been a member of the sales promotion staff.

Mr. Frank

At BMB he has been public relations head and also has supervised the preparation of the organization's reports and other material for publication, in addition to his administrative duties.

Concurrent with announcement of Mr. Frank's resignation, Hugh Feltis, BMB president, announced appointment of Anne Slattery, Mr. Frank's assistant, as acting director of news relations. Cort Langley, assistant to the president, will take over Mr. Frank's administrative functions.

Co-author of *This Thing Called Broadcasting*, Mr. Frank has contributed chapters to other volumes on advertising and has contributed articles to the radio and advertising trade press. He is a lecturer in the advertising and selling course conducted by the Advertising Club of New York.

'Ad Woman of Year'

CONTEST to select the "Advertising Woman of the Year" was opened last week by the National Council of Women's Advertising Clubs in New York. The winner, second to be recognized by the Advertising Federation of America, with which the council is affiliated, will be announced at the federation's annual convention in Houston May 29-June 1. Presentation of the first award was made to Mrs. Ella B. Meyers, retired advertising manager of General Foods, at the federation's convention in Cincinnati last June.

Dillon to FC&B

LUIS G. DILLON, with McCann-Erickson for the past 15 years, has been appointed executive vice president of Foote, Cone & Belding International Corp., it was announced last week by Harry A. Berk, president. Mr. Dillon will be in charge of all Latin American activities.

Mr. Dillon

Drawn for BROADCASTING by Sid Hix

"I've got so much more than that other guy. Why, I was voted the most telegenic wrestler of the month."

O'MARA QUITS ABC

Joins Hooper on Coast

RESIGNATION of Jack O'Mara, KECA Los Angeles and ABC Western Division promotion manager, to become Pacific Coast manager for C. E. Hooper Inc., New York, was announced last week.

Mr. O'Mara

Mr. O'Mara, who graduated from the U. of Missouri School of Journalism and took his master's degree with a thesis on the programming policy of KFRU Columbia, Mo., in 1938, joined KVOE Santa Ana, Calif., upon completion of his schooling. Later, as promotion manager of WOWO-WGL Fort Wayne, he was associated with Westinghouse Radio Stations Inc. In May 1943, Mr. O'Mara returned to the Pacific Coast as merchandising manager of KNX Los Angeles and the CBS Pacific Network, assuming his ABC post in 1944.

San-Nap-Pak Campaign

THE MAJOR portion of the 1949 advertising campaign on Lydia Grey Doeskin tissues and Doeskin dinner napkins, made by the San-Nap-Pak Mfg. Co., New York, will use radio spot and participation programs in addition to a newspaper schedule. The radio campaign started Jan. 24 on ten stations in the Middle West and the eastern seaboard. Federal Adv. Agency, New York, is the agency.

PALL MALLS

$250,000 Spot Drive Set

FOR the first time in approximately eight years, American Cigarette and Cigar Co., New York, (Pall Mall cigarettes) will use a spot announcement campaign. The firm through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, will spend approximately $250,000 on the spots, scheduled to start Feb. 1.

The one-minute announcements were placed on a number of stations in the following nine markets: New York, Chicago, Philadelphia, Boston, Cleveland, Detroit, Miami, Washington and Los Angeles. Contracts were for 10 weeks.

Pall Mall also sponsors *The Big Story* on 162 NBC stations, Wednesday, 10-10:30 through SSC & B.

PHILLIPS SIGNS

For ABC's 'Barn Dance'

PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed to sponsor ABC's *National Barn Dance* over 68 of the network's midwest and western stations.

Signing of the new 52-week contract brings to six and three-quarter hours the weekly total of new business contracted by ABC so far this year. In addition, the network has had five and a quarter hours per week of program renewals effective in 1949. *National Barn Dance* will be heard, starting March 19, on Saturday nights, 9-9:30 p.m. CST. Sponsorship is on behalf of Phillips 66 premium gasoline and motor oil. The Phillips agency is Lambert & Feasley Inc., New York. WLS Chicago produces the program.

CAPITOL HILL

Measures Affecting FCC Studied

FCC figured prominently in three actions taken last week on Capitol Hill.

Congress gave its first consideration to a bill which would provide President Truman with permanent authority to reorganize all agencies in the executive departments, and a subcommittee was assigned to study pay raises for agency heads and other high government officials.

A subcommittee of the Senate Interstate and Foreign Commerce Committee submitted its report on communications to the parent group last Tuesday (see separate story, page 23).

One bill, empowering the President to reorganize departments subject to veto by both Houses of Congress, was considered Jan. 25 by the House Committee on Expenditures in Executive Departments.

Committee members heard Comptroller General Lindsay C. Warren give strong support to the reorganization measure. He recommended that the government put its house in order.

Speaker of the House Sam Rayburn (D-Tex.) explained that a number of agencies such as the Federal Reserve Board, Federal Trade Commission, Interstate Commerce Commission and the Securities and Exchange Commission, will be exempted from provisions of the bill because they are "quasi-legislative" and "quasi-judicial," as well as administrative.

FCC 'Fringe' Agency

FCC was identified by Speaker Rayburn as one of the "fringe" agencies, which probably would also come in for exemption.

Bi-partisan support of a companion measure before the House Executive Expenditures Committee was predicted by Chairman William L. Dawson (D-Ill.) as hearings opened Jan. 24.

Former President Herbert Hoover, chairman of the Commission studying reorganization of the government, is expected to appear before the House committee this week.

Rep. Dawson said the Hoover Commission report will serve as at least a partial blueprint for government reorganization. Reorganization powers were requested by President Truman in his message to the Congress Jan. 17.

A subcommittee of the Senate Post Office and Civil Service Committee was appointed Jan. 25 to study all proposed federal pay increases.

The subcommittee, headed by Sen. Herbert R. O'Conor (D-Md.), includes Sens. J. Melvin Broughton (D-N. C.), Russel B. Long (D-La.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

Among the proposals the subcommittee will study is a bill (S-498) to raise the pay of FCC and FTC

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AMA MEETING

Video Panel Featured

NEXT SIX MONTHS may tell whether television is already a better selling medium than radio in the New York market, Paul Raibourn, vice president, Paramount Pictures, told the New York Chapter of American Marketing Assn. Tuesday.

He spoke at a panel discussion on television, participated in by eight others, representing various phases of TV and AM broadcasting.

Mr. Raibourn

Ted Cott, vice president of WNEW New York, who felt other panel members were assuming radio already was dead, became the principal spokesman for AM broadcasting.

Others participating: Joseph A. Moran, vice president, associate director of radio and television, Young & Rubicam; H. Malcolm Beville Jr., director of research, NBC; Dr. Leo Handel, director of audience research, Metro-Goldwyn-Mayer; C. E. Hooper, president, C. E. Hooper Inc.; A. E. Sindlinger, president, Sindlinger & Co.; Allen M. Whitlock, advertising manager, Jell-O Division, General Foods; Fred Coe, producer-director, NBC.

Mr. Raibourn said that surveys made by Paramount indicate that when a home acquires a television set, movie-going, magazine reading and book reading each decline from 20 to 30%, but that radio listening declines 80%. This finding, he said, plus the findings that TV sets have 4.8 listeners per set as against 2.1 for radio sets and that TV sets are on almost three times longer than AM sets, indicates that when 14% of the audience has TV sets that a TV program may have almost as large an audience as an AM program.

He said he believed that sight and sound was a better selling medium than just sound and if the costs came out about equal "I'm going to buy TV."

He asserted that a moving picture could best be sold by television and visualized a bigger and better motion picture industry as the result of television rather than television supplanting the movies.

Mr. Cott warned the association and panel members not to assume that television has killed radio. He said the "death of radio has been greatly exaggerated," that radio has been supporting TV and "that no one yet has cut the umbilical cord."

Mr. Cott

He blasted the building up "of a scare psychology to take money out of radio advertising and put it into television." He maintained present audiences of the two media do not justify such a psychology. He did predict, however, that as TV expanded in New York, the 23 AM stations might be reduced to as few as ten, with "specialist stations," like WQXR in fine music and WOV in the Italian language field, being the types most likely to survive.

Mr. Whitlock said he believed now was the time for the big advertiser and local advertiser to get into television. The medium-sized advertiser, he said, might well sit back for a while and watch the experimentation of the bigger and smaller companies. He explained his company is in television now to build a time franchise, to preempt the type of program it wants, to obtain the best possible talent early and to learn how to sell by television.

Mr. Whitlock

He predicted that television will mean more to the masses than to a select audience. The select few can go to Broadway and other places, he said, but the housewife, who also would like to see Broadway, will do so via television.

He also expressed the belief that television already was a profitable advertising medium where the product sold is compatible to that type of presentation and where the product distribution pattern follows the pattern of the TV audiences. In the interim, where both TV and AM can be used, he said the solution might be to develop a program which can be broadcast simultaneously on both media.

Both Mr. Sindlinger and Mr. Hooper asserted studies show that AM listening suffers in homes having television sets. Mr. Sindlinger also added that his studies show it is possible, different from radio, for a given TV show to capture almost all the audience from competing stations even though the competition might be a very creditable performance put on at big expense. "Television, in that respect, seems to be an 'all or nothing' medium," he said.

TV COSTS

Comparable to Newspapers, CBS Clinic Told

THE COST of television advertising compares favorably with the cost of newspaper advertising—even at this early stage of video development—J. L. Van Volkenburg, CBS vice president and director of television operations, told more than 300 agency and advertiser representatives at a special meeting in New York last week.

Mr. Van Volkenburg spoke at both sessions of two CBS television clinics, one for agency executives Tuesday and the other for advertisers Wednesday, at New York's Waldorf-Astoria Hotel. The agency-advertiser meetings were capsule versions of the week-end-long clinic held for CBS affiliates Jan. 21-23.

The television vice president cited the cost-per-thousand viewers of three CBS programs as opposed to the cost-per-thousand readers of full page ads in three New York newspapers. Figures were: On television, *Toast of the Town*, $7.21; *Lucky Pup*, $3.77, and *Winner Take All*, $6.45. In full-page newspaper ads, *New York Times*, $7.15; *New York World-Telegram*, $7.44, *New York Herald-Tribune*, $9.10.

In contradistinction to the emphasis placed on television by Mr. Van Volkenburg and other CBS executives during the two-day-long meetings, William C. Gittinger, CBS vice president in charge of network sales, asserted that television would not seriously encroach upon radio.

"Radio," he said, "will continue to grow."

Mr. Gittinger saw radio and television developing as complementary media and even thought that television would in one respect increase radio listening.

Leisure Time Increasing

According to Mr. Gittinger's analysis, a progressive increase of leisure time is destined. Television will encourage people to spend more of their growing leisure time in their homes. Once the stay-at-home habit is formed, he believes, there will be more time for radio listening, more time for newspaper and magazine and book reading.

"Radio did not put other media out of business," he said, "and television won't either."

The one amusement form about which Mr. Gittinger was uncertain was movies. He said he did not know whether they would be harmed by television.

Mr. Gittinger thought it possible that "radio will be blitzed temporarily in some markets (by television), just as phonograph records were temporarily blitzed by radio." But radio will survive television as robustly as records survived radio, he said.

Television, he said, will attract new advertisers who never used radio. There will be enough advertising money available, he said, to keep both radio and television in healthy business.

The agency and advertiser executives were addressed also by Frank Stanton, CBS president; Charles Underhill, CBS TV director of programs; Oscar Katz, CBS director of research; George L. Moskovics, CBS TV manager of sales development, and William B. Lodge, CBS vice president and director of general engineering. All gave similar versions of their addresses to the clinic for affiliates the weekend before [BROADCASTING, Jan. 14].

W. B. Edwards (l), Gray & Rogers producer and writer for the show, completes negotiations with Manny Baum of Tele-Fites Inc.

* * *

RING BATTLES

Sponsor Expands on WPTZ

THIRTEEN of the greatest matches in boxing history, as recorded on film, will be part of the *Sunshine Sportsman Show* as that telecast expands its time on WPTZ Philadelphia Tuesday night to a quarter-hour at 7:15 p.m. Formerly a five-minute show on Friday, the Sunshine Beer-sponsored program will also include Ginny Brown, Miss Philadelphia of 1946, as the daughter of the "Old Coach," central figure in the telecasts.

One year rights for the films, which reach back to the days of Jack Dempsey and Benny Leonard, were obtained from Tele-Fites Inc., New York. Gray & Rogers, Advertising, Philadelphia, is the sponsor's agency. Under new format, show has been renewed for one year.

1-Piece Viewing Tube

NEW Major TV sets will feature hand-blown one-piece viewing tubes with 12½ and 16-inch screens, Stuart Hall Frank, president of Major Television Corp., announced last week. Designed by M. E. Macksound, chief engineer of MTC, the tubes will be produced by Warren L. Kessler Co., Bethpage, N. Y., which made fine art glass pieces before converting to radar tube production during the war.

The regular TELECASTING section which usually starts in this part of the issue, this week is a separate insert between pages 52-53.

TV BASEBALL

Coverage in 3 Cities Set

PLANS for television coverage of major league baseball this year in Detroit, Chicago and Cincinnati have been set.

All 77 home games of the Cincinnati Reds will be telecast alternately by WLWT (TV), Crosley Broadcasting Corp. outlet, and WCPO-TV, Scripps-Howard station now under construction, it was announced last Wednesday. Telecasts, to include Sunday and night contests, will be handled by the Crosley outlet in the early part of the season, due to construction delays at WCPO-TV. Burger Brewing Co. will sponsor video and AM (WCPO) accounts, with Waite Hoyt handling play-by-play.

Joint announcement of the contract on Cincinnati games was made by James D. Shouse, Crosley Broadcasting Corp. president; Mortimer C. Watters, vice president of Scripps-Howard Radio Inc.; Warren Giles, Reds' president, and Jack Koons, vice president of Burger. Last season WLWT carded 34 Red games for telecasts, with weekend and night games omitted.

To Carry Tigers

In Detroit, WWJ-TV will telecast a minimum of 35 Tigers games, with Goebel Brewing Co. as sponsor. Tuesday and Thursday will be "regular" television days according to Edwin J. Anderson, president of Goebel. Games have been carried by WWJ-TV since it began commercial operation in June 1947. Schedule has called for an increase each year, with 17 games telecast in 1947 and 26 last year.

At least two and possibly three Chicago TV stations will carry 1949 home games of the Cubs. WGN-TV and WBKB have notified the club's management they plan to telecast the games. WENR-TV is said to be seriously considering the schedule. The Cubs will levy a $5,000 service charge against all video stations providing coverage.

In the South an FM station, WAFM Birmingham, announced last week that sponsorship of all the Birmingham Barons' Southern League games had been sold to Hart-Greer Inc., Zenith radio distributors.

Dalton Joins ECA

APPOINTMENT of Neil Dalton, public relations director of WHAS Louisville, as director of information for the Economic Cooperation Administration, was announced Jan. 26 by ECA Administrator Hoffman. Mr. Dalton, who served also as public relations director of Louisville *Courier-Journal* and Louisville *Times*, assumed his new duties Jan. 27, succeeding Brian Houston. Mr. Houston resigned two weeks ago to return to the advertising business.

AT LEAST half of the Detroit Tigers' baseball games will be telecast this year by WWJ-TV Detroit under sponsorship of Goebel Brewing Co. Contracts, which call for a minimum of 35 games, are surveyed by (l to r) Charles Carey, Goebel Brewing executive; Edwin Anderson, president, Goebel Brewing Co., and Willard Walbridge, sales manager of WWJ-TV.

AM-TV SCRAP

Rights Suit Is Dismissed

THE HALF-MILLION dollar damage suit filed against ABC and Lester H. Kewus, producer of *Hollywood Screen Test*, an unsponsored ABC television program, was dismissed Wednesday by New York Supreme Court Justice Aron Steuer.

The suit is regarded as being the first in which a television program is accused of invading the rights of a radio show.

The action was brought by Screen Test Inc., and by Robert Monroe and Latham Ovens, owners of *Screen Test*, a radio show which was aired over MBS under M-G-M sponsorship in 1944 for 26 weeks.

They claimed that the television program unlawfully used the *Screen Test* title, was a poor copy of their show and prevented them from selling the AM program.

After three days of trial, starting last Monday, Norah K. Donovan, attorney for Mr. Lewis and for Neil Hamilton, director of the TV show, also made a defendant, moved to dismiss the complaint because of insufficiency of the evidence.

She argued that non-use of the title *Screen Test* from 1944 to 1948 constituted an abandonment of any trademark rights which plaintiffs might have acquired, that the 26 weeks plaintiffs used the title was not long enough to give it any secondary meaning in the minds of the public and that the public could not be confused between an AM program aired for 26 weeks four years before a current television program, and that the defendants had used good faith in adopting and using the name *Hollywood Screen Test*.

Justice Steuer's decision was oral and on the merits. Miss Donovan also represented ABC in the action, her clients, Messrs. Lewis and Hamilton, being under contract to indemnify the network.

AUSTRIAN

Becomes a TV Consultant

RALPH B. AUSTRIAN, until recently vice president in charge of television for Foote, Cone and Belding, New York, has established his own video consultant service in New York, it was announced last week.

Mr. Austrian

Mr. Austrian will act as a liaison between the television field generally and entertainment, advertising and business groups.

Before his association with FC&B, Mr. Austrian was president of the RKO Television Corp. for four years. He was assistant vice president for more than seven years of the RCA Manufacturing Co.

KPIX SPONSORS

20 Now Signed

SAN FRANCISCO's only operating television station, KPIX, has announced it now is, or shortly will be, telecasting 14 regular weekly shows, supported by 20 sponsors. The station started operation last Christmas Eve and is working under an interim affiliation with NBC.

Advertisers now buying time, or scheduled to begin, on KPIX are: NBC network advertisers — Philco, Disney Hats, Admiral, American Tobacco, Bigelow Sanford; selective advertisers — B.V.D., Benrus, Botany, Handmacher-Vogel, Polaroid, Bank of America, General Motors; local retail advertisers—Leo J. Meyberg Co., RCA distributor; Thompson & Holmes, Philco distributor; Robert S. Atkins; J. W. Allen Co.; Raven-Wagar Motors; H. R. Basford Co., Zenith distributor; City of Paris, Clyde Wallichs Co., Packard-Bell distributor.

'TELEVISION CYCLE'

ATAS Holds Seminar

By RALPH TUCHMAN

TELEVISION had a day of its own in Los Angeles last Tuesday by official proclamation of Mayor Fletcher Bowron out of respect to the first annual Television Seminar and Awards sponsored by the Academy of Television Arts and Sciences.

Tuesday morning ATAS opened its seminar with the overall theme of "Television Cycle." Participants were Don Frick, Advertising manager of Rexall Drug Co.; Leonard F. Erikson, Kenyon & Eckhardt vice president in charge of radio and television; Hal Roach Jr., president of Television Film Producers Assn.; Mike Stokey, Television Producers Assn. (live); Al Wager, talent agent; Klaus Landsberg, West Coast director of Paramount Television; Donn Tatum, partner in legal firm of Lillick, Geary & McHose; William R. Watson, Southern California Radio & Electrical Appliance Assn., and Edward C. Stodel, head of Stodel Adv. Co., Los Angeles.

Mr. Erikson stressed the fact that despite the cost of television, "The advertiser who immediately eliminates all consideration of television on the basis of this factor alone is also fooling himself." To support the change in thinking in one year's time, he pointed to approximately 235 advertisers utilizing the medium one year ago whereas 680 were spending as of December 1948.

Mr. Erikson

He also warned that even with six stations currently operative in New York, "Prime night-time can no longer be obtained just for the asking." Cable allocations are also a matter of "serious considerations," he advised. And, as proof of the importance of network time options, he cited the case "of at least 13 network time periods in radio which have been held by the same sponsors for ten years or more."

New York Sets

Analyzing factors of audience, Mr. Erikson underlined the high sets-in-use statistics which prevail in the New York area. In support of this he pointed to the "February evening when Jack Benny's radio Hooper for New York was discovered to be a history-making low of 6.0 in homes equipped for both radio and television."

Free-lance package ideas were not generally of any use to the agency, Mr. Erikson said, contending that in most cases, the agency must build for the specific needs of

(Continued on page 32)

'Television Cycle'

(Continued from page 31)

its client. Pointing to the time and preparation involved in *Ford Television Theatre*, he reported that a two-week schedule of actual production precedes the once monthly presentation. All told, he said, this represents the combined work of almost one hundred people. And he pointed out that this may compare favorably with movie production but it far exceeds the radio needs of a comparable program.

While admitting that "unquestionably Hollywood knows how to make motion pictures, it is important for Hollywood to keep in mind that television is not motion pictures, that it is actually something different from either the movies or the stage."

Recognizing that Hollywood will "soon be producing important dramatic films made especially for television," he reminded the seminar audience that "many considerations will be involved, and a highly important one will be the question of costs." Finally Mr. Erikson concluded that "television should still be approached in an experimental frame of mind to develop its potential as an entertainment and sales medium."

Summarizes Rexall's Steps

Mr. Frick identified his comments with an appropriate sub-title of "Confessions of a Television Sponsor." Reviewing Rexall's steps in the medium, he said it was just about one year since the start. Starting with participations via KTLA, he said the first question to be ascertained was which merchandise could be moved.

Since variety of merchandise to be sold was the problem, Mr. Frick showed how film had to be eliminated in the face of cost. Still photos, he said, were too flat. This left only live presentation and demonstration. And even there, he said problems loom.

Looking backward he said they led with a high-priced binocular chin which cost $169 for each. Here the reasoning was that most sets must be in upper income homes. This brought no sales result. Next came several institutional approaches, via film. In this area no measurement of results could be obtained, he reported.

This wandering has developed a two-way rule for television spending in the present, according to Mr. Frick:

(1) Sponsor identification and
(2) Presentation of merchandise.

For the first, BBDO has developed a short animated film to sell the identification of Rexall. Secondly he warned "that in the proper selection of merchandise, lies the key to successful selling by way of television."

On phone call selling through television, he cited the case of a large insulated metal box with separate waterproof container holding enough chopped ice to keep the contents cold for several hours. Being a left-over item, with new models coming in, he said the price was cut from $10 to $6.95. This offer produced 83 phone orders plus heavy calls at all stores. This was a sell-out and necessitated wires to warehouses in other regions.

In reviewing the lessons learned by Rexall, Mr. Frick concluded that television has paid off in cases of "merchandise with either a bargain appeal, a novel new appeal or seasonal demand."

There was considerable difference of opinion on the question of live versus film between Mr. Stokey and Mr. Roach. The former, an advocate of live, felt that it was cheaper and as effective. And in reply to whether he could do a "western" live he said "no," but also pointed out actors whose looks must be catered to for maximum appearance will go by the boards. Pointedly he said, "We'll have to forget those ugly movie actors in television."

Mr. Roach exuded boastful confidence over film producers' ability to lower costs to meet telecasting's ability to pay. "Labor will come in at a price," he said, by pointing to the fact that actors, writers and directors are used to more than one income level.

Mr. Landsberg gave a pencil-and-paper breakdown of the minimum cost for a half-hour dramatic program which he set at close to $1,000. Broken down, this meant $300 for time, $75-100 for a writer; producer with 10 hours of preparation time, including three hours of rehearsal, $100; cast of six, $150; sets, etc., $150-200.

Mr. Wager commented that wage standards had not yet been established in the medium and emphasized that the price of talent is most fluid in the present.

Mr. Tatum, commenting on the legal aspects, felt that there are many problems with three standing out in importance at present: Copyright, invasion of privacy and controlling transmission. While little precedent exists today, he looked for INS-AP case to be the base of rulings in regard to "ownership" of content.

Television Set Figures

NBC TV DATA
January 1, 1949
Estimated TV Set Ownership

City	No. of Stations	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
New York	6	3,597,000	410,000
Baltimore	3	732,000	35,600
Boston	2	1,175,000	35,300
Philadelphia	3	1,184,000	102,000
Richmond	1	130,000	5,700
Schenectady	1	258,000	13,800
Washington	3	691,000	30,500
East Coast NBC Interconnected Network			632,900
Buffalo	1	323,000	9,900
Chicago	4	1,438,000	52,000
Cleveland	2	695,000	22,300
Detroit	3	839,000	32,000
Milwaukee	1	327,000	14,200
St. Louis	1	474,000	15,500
Toledo	1	241,000	5,100
Midwest NBC Interconnected Network			151,000
Albuquerque	1	22,000	300
Atlanta	1	233,000	5,000
Cincinnati	1	384,000	11,800
Ft. Worth	1	269,000	2,500
##Dallas		277,000	3,500
Louisville	1	188,000	3,000
Memphis	1	177,000	2,200
Minn.-St. Paul	1	333,000	9,200
New Orleans	1*	225,000	3,500
Salt Lake City	1	93,000	1,700
San Francisco	1*	825,000	3,500
Seattle	1	307,000	2,100
Total NBC Stations Operating (25)			832,200
Houston	1*	217,000	2,500
Los Angeles	5*	1,372,000	79,600
New Haven	1	557,000	17,200
Syracuse	1	199,000	1,000
Total All Operating Stations (51)			932,500

Operation Date—First Station

#Dayton Jan. 1949	291,000	1,400
#Erie Mar. 1949	112,000	300
#Indianapolis Apr. '49	281,000	300
#Miami Jan. 1949	117,000	1,000
#Pittsburgh Jan. 1949	742,000	3,500
#Providence Apr. '49	1,011,000	4,900
#Others		56,100
Total		1,000,000

Station Status

	Licensed	STA's	CP's	Pending	Total	Per Cent
NBC	4	21	21	34	80	18.4
CBS	2	17	15	48	82	18.9
ABC	0	16	12	42	70	16.1
MBS	0	3	5	37	45	10.3
IND	2	11	20	150	183	42.1
Totals(c)	7	44	73	311 (a)	435	
Markets(b)	5	28 (24)	51 (38)	127 (78)	145	

Station Status Notes

STA—Operating under Special Temporary Authority.
CP—Construction Permit.
(a)—205 actual FCC channel allocations applied for.
(b) Figures in parentheses represent additional markets.
(c)—Network figures in **STA** and **Total** columns aggregate more than column totals since several stations are affiliated with more than one network.

Set Installation Notes

*—New station added.
**—Figures represent total number of families in each 40-mile (½ millivolt) service area and may not be combined to show net coverage in 2 or more cities. Net family figures for NBC networks are shown below:

	Families in Range of NBC Stations
Families — NBC East Coast Network	7,107,000
Families—NBC Midwest Network	4,294,000
Families—ALL NBC Stations	14,457,000

#—Sets also distributed to area with no present TV service.
##—Included in coverage area of Fort Worth TV Station.

Statistical Data Compiled by the Television Research Institute
TELEVISION SET DISTRIBUTION IN 36 U.S. CITIES
(As of January 1949)

Albuquerque	250	Milwaukee	14,187
Atlanta	4,400	Minneapolis	9,200
Baltimore	35,649	New Haven	17,200
Boston	34,000	New Orleans	3,685
Buffalo	9,900	New York	410,000
Chicago	55,000	Philadelphia	100,000
Cincinnati	12,500	Pittsburgh	2,500
Cleveland	20,600	Providence	4,900
Dallas	4,600	Richmond	5,697
Dayton	1,100	Salt Lake City	2,000
Detroit	35,000	San Diego	200
Erie	200	San Francisco	1,600
Fort Worth	2,000	Schenectady	13,800
Houston	2,000	Seattle	2,000
Indianapolis	200	St. Louis	15,500
Los Angeles	72,000	Syracuse	600
Louisville	3,050	Toledo	5,100
Memphis	2,200	Washington, D. C.	30,500
		Total Sets in U. S. Cities	932,318

16-HOUR VIDEO

Planned by CBS in Spring

CBS is preparing for 16-hour-per-day television operations, to begin by the end of spring, J .L. Van Volkenburg, CBS vice president and director of television operations, said last week.

Addressing more than 100 advertising agency executives attending the CBS television clinic in New York, Mr. Van Volkenburg said that the network already had advanced plans for the daytime telecasting operations. Later, he told BROADCASTING that although at this stage CBS intends to institute daytime programming only on WCBS-TV New York, it was entirely possible that it would feed daytime programming to the television network.

Network telecasting on the longer schedule depends upon the completion of additional coaxial cable facilities which AT&T promises by July. The greater availability of network lines, Mr. Van Volkenburg said, would eliminate the East-Midwest facilities bottleneck.

RTDG-WPIX

Contract Meeting Set

MEETING to discuss proposals and counterproposals is scheduled for Thursday (Feb. 3) between Radio and Television Directors Guild and WPIX (TV) New York.

RTDG has asked for $200 weekly for directors, $150 for associates and the same for floor managers, with a 35-hour work week and for five-hours additional on straight time. Also demanded is the principle of commercial fees, permitting the men covered to negotiate for themselves additional fees on sponsored shows.

Counter-proposals, it is said, would set minimums of $90 for directors, $50 for associates and $60 for floor managers. Also proposed by management is a 40-hour week over a six-day period.

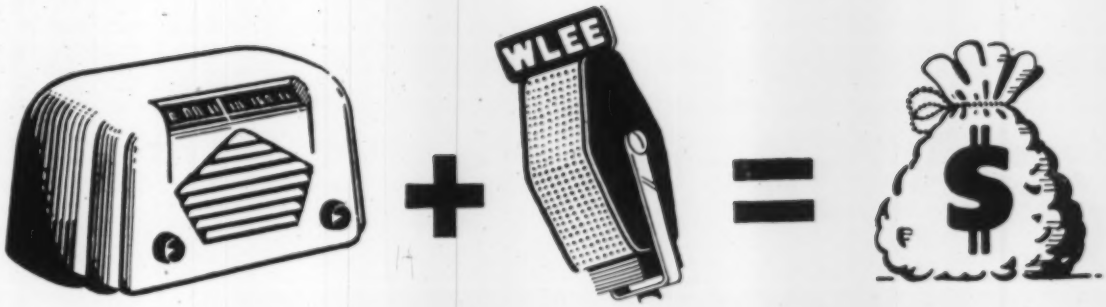
The RTDG's negotiations at ABC for WJZ-TV, where a strike-authorization still is in effect, will be resumed tomorrow. It is understood that discussions there are still on definition of duties of directors, associates and floor men.

Set for Wednesday are talks between the union and agencies and package producers for free lance directors in the AM field. These talks, too, are in such early stages that definition of what constitutes a free lancer is still among matters to be thrashed out.

KFRE to CBS Feb. 20

MOVING its CBS affiliation to an earlier date, KFRE Fresno, Calif., will become the 24th 50 kw CBS affiliate on Feb. 20, instead of on June 15 as previously announced, according to Herbert V. Akerberg, vice president in charge of station relations for CBS.

Success story:



A furniture store in Richmond advertised radio sets over WLEE for a year. They sold more radios that year than in the previous two years combined. And radio sales were off in other stores all over town!

After this successful campaign, these smart merchants concentrated one-half of their entire advertising budget with WLEE. They say station WLEE produces the best results they ever had from any advertising media.

More and more national advertisers are following the lead of local Richmond merchants by using WLEE. They're doing this because WLEE gives advertisers the kind of quick, immediate results that really count. Call in your Forjoe man and get the full WLEE story.

WLEE Mutual in Richmond

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representative*

ABC MEETING

Woods Progress Report Pleases Affiliates

A "REASSURING" appraisal of ABC was given 150 representatives of the network's district 2, 3 and 5 affiliates Thursday in Chicago by ABC president Mark Woods.

Those attending this third in a series of ABC regional meetings between network and station officials came from the Central, Middle and Southwestern states.

Hailing 1948 as ABC's greatest year, with billings $750,000 above those of 1947, Mr. Woods is reported to have inspired the station officials, in closed session at the Ambassador East Hotel, with a report on ABC's recent successful presentation before the United States Steel Corp. He said the network held its own against a "superb," all-out effort by NBC to sign the steel concern.

One of those attending the meeting, declared Mr. Woods, "reassured us with his frankness."

"For example, he admitted having sold some ABC stock in recent months because his banker needed cash," said the informant. "We believed him when he said the transaction had nothing whatever to do with his feelings toward ABC."

Lacks Powerful Stations

Mr. Woods blamed lack of a large number of powerful stations, as well as clear channel outlets, for the network's failure to sign such sponsors as Rexall, Campbell Soup, and Ford, but he questioned whether his organization could be "slipping" when it still had Procter and Gamble, Swift and Co., General Electric, Philco, Goodyear, Texaco, American Oil, Revere Camera, Pepsi-Cola, American Assn. of Railroads, U. S. Steel and others.

He attributed the CBS talent raids to anxiety because ABC is "gaining ground," and predicted ABC will not need to indulge in similar practices.

Maintaining that *Stop the Music* is popular because it is "entertaining," and not only because listeners get something for nothing, he promised ABC would carry its fight for giveaways to the Supreme Court if necessary. Mr. Woods lauded the network's "prestige and public service shows" as the best in the land, and noted that only on ABC can one hear liberal, conservative, and middle-of-the-road commentators.

He brushed by television with the remark that ABC is off to an even start with the other networks and has reason to be especially proud of its facilities in Hollywood, where it recently acquired the 20-acre Vitagraph motion picture lot. He expressed the feeling TV would not eliminate aural radio, but that viewers would fit it into their scheme of living like going to the movies. Millions will continue listening to sound broadcasts while they work, he said. ABC will never sacrifice AM or TV, he emphasized.

Mr. Woods promised new ABC program ideas and program packages in 1949. He indicated the network sales staff would be strengthened in the face of anticipated tough selling. He urged that salesmen go after a large volume of smaller accounts in the future as million-dollar-plus allocations may be few and far between. He called for more activity in promotion and publicity by affiliated stations, terming this "vital" to ABC's health.

PRAISE FOR CBS

Richards Hails Paley, Too

CBS is making possible "the most successful year in history for its affiliates," G. A. Richards, chairman of the board and principal owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, asserted at a stockholders' meeting in Detroit Wednesday.

Mr. Richards attributed this to the network's acquisition of "the most brilliant array of stars in the history of broadcasting." In separate talks to WJR and WGAR stockholders, Mr. Richards called William S. Paley, CBS board chairman, "the new atomic sales force in American network radio."

President Frank E. Mullen of the Richards stations, with station managers Harry Wismer of WJR and John Patt of WGAR, were commended for "record breaking sales." Both stations reached new all-time highs in dollar voume of gross sales, Mr. Richards reported.

NEW member of the WFOX Milwaukee sales and promotion staff is Stan Heath (l), the nation's No. 1 football passer from Nevada. He is greeted here by Charles Larphier, WFOX president and general manager. Mr. Heath, who has just signed a five-year contract with the Green Bay Packers, will devote his off-season time to WFOX.

NEW EXECUTIVES

Columbia Records Ups Two

APPOINTMENTS to two newly created executive posts at Columbia Records Inc., New York, were announced last week by Paul E. Southard, vice president in charge of merchandising.

Ken McAllister, former co-ordinator for long-playing Microgroove record activities, was named manager of distribution and promotion. Jeff Willson, former manager of Masterworks records merchandising, has been elected manager of distribution and merchandising. Both executives will report directly to Mr. Southard.

Mr. McAllister joined Columbia in 1941 and Mr. Wilson joined in 1940. Robert Kirsten, former assistant Masterworks merchandising manager, will succeed Mr. Wilson.

INAUGURAL

TV Especially Noted In Fry Report

TELEVISION has developed one of the bad habits of its AM brother —the newsreel short shot technique—which detracted from the visual medium's "fine job" of Inaugural coverage, according to Kenneth D. Fry, Inaugural radio director.

In a synopsis of the report he will file with the Inaugural Committee, Mr. Fry observed that "following its spectacular achievements at the 1948 political conventions and during the 1948 election, television moved another step toward its full growth in its coverage of the 1949 Inaugural."

Mr. Fry

Mr. Fry, who was on leave from his job as radio director of the Democratic National Committee, thinks that "television, in general, did a fine job, and undoubtedly learned much."

"There were comments," Mr. Fry said, "that the coverage and switching was too jumpy. In other words, the newsreel technique of short shots, and then a switch to another spot, bewildered some viewers. Longer shots, giving continuity to an event such as the parade, might be more acceptable to viewers on a TV screen. Perhaps there were too many pickup points. The habit of fast and frequent switches from one point to another, a habit borrowed from AM radio, might well be reviewed with an eye to better continuity and programming. The same criticism was made of television newsreels. They can well be lengthened, with longer single shots."

Mr. Fry pointed out that future events such as conventions and Inaugurals must be completely replanned from an operations standpoint. "No longer," he said, "can we do these things 'as we used to.'"

CSBA MEETING

In San Francisco Feb. 25

CALIFORNIA State Broadcasters Assn. annual meeting will be held Feb. 25 at San Francisco in one of KQW's studios in the Palace Hotel, Paul R. Bartlett, organization's secretary-treasurer, announced last week. Morning and afternoon sessions and a luncheon in the hotel's French Room are planned.

Discussion of state legislation proposed by the association and of plans for promoting radio as an advertising medium will be among important items on the agenda, Mr. Bartlett said. Officers and directors will be elected. Advance registration is not required, and all California broadcasters are invited, he added.

Block of 50 rooms has been set aside by the Palace for broadcasters attending the meeting. Those planning to attend should make their room reservations directly with the hotel, Mr. Bartlett said.

In a circular letter mailed to California broadcasters under date of Jan. 11, CSBA reported on a meeting which its board held with Gov. Warren at Sacramento Jan. 7. Conference dealt principally with the subject of libel legislation.

The broadcasters were advised that Sen. Clarence Ward, representing the Santa Barbara district, had volunteered to introduce a libel bill drafted by CSBA's general counsel, Donn Tatum. Hearings on the bill are to be held after the legislature's February recess.

HENNESSY NAMED

Storecast Executive V.P.

GEORGE N. HENNESSY, who has been with Storecast Corp. of America, as vice president, since February 1947, has been named executive vice president of Storecast, it was announced last week by Stanley Joseloff, president. Mr. Hennessy was with BBDO, New York, prior to joining Storecast.

Mr. Hennessy's appointment is in line with Storecast's expansion plans for 1949, Mr. Joseloff said. The latter will concentrate his own activities on a national expansion program of the Storecast super market network beyond current operations in New England, Philadelphia and Chicago.

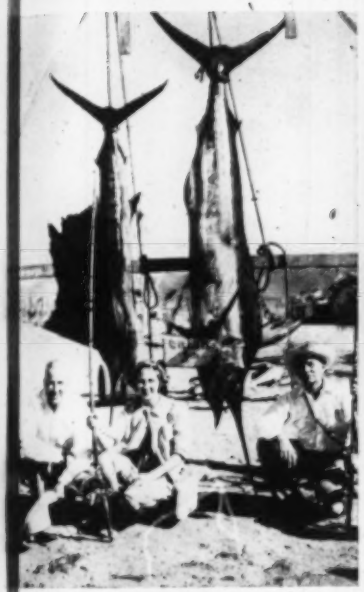
New TV Tube

GENERAL ELECTRIC Co. has announced a bigger television picture tube designed for use in low-cost receivers. The new tube, which will handle a 39-square inch picture, will provide 50% more viewing area than the 7-inch tubes it will replace. It is 8½ inches in diameter and will cost no more to build than the 7-inch tubes now in use in low-priced sets, according to GE. Heavy production will get underway during the year.

Radiorama

E. T. HARKER (seated) v.p. of Hertzberg's, San Antonio jeweler, initiates sponsorship of *Guy Lombardo Show* on KTSA San Antonio. Looking on are (l to r) Elmer Beaser, Ziv Co., program producer; Claude Aniol, pres. Claude Aniol & Assoc., agency, and Bill Kelley, KTSA.

AT Congress on Industrial Health in Chicago are (l to r) E. G. Gerbic, Johnson & Johnson; Joseph Moran, Young & Rubicam v.p.; Dr. Thomas Parran, dean, School of Public Health, Pittsburgh U., and Ben Park, producer of Johnson & Johnson's *It's Your Life* on WMAQ Chicago.



RELAXING with their catches are R. K. Hanger (r), Texas State Network v.p., and daughter, Vivian. Frank Coats, Houston attorney, joined pair on trip off coast of Acapulco.

WESTINGHOUSE veterans Harold Randol (r), WBZA Springfield chief engr., and Gordon Swan (l), WBZ Boston prog. mgr., see W. H. Hauser, WBZ chief engr., get 20-year button from W. C. Swartley, WBZ mgr.

HERE is the top segment of the six-bay super-turnstile antenna of WTVR (TV) Richmond, Va., being lifted into place atop the new 417-ft. tower. With completion of the antenna the station will operate with its full authorized power of 12.16 kw visual, 6.4 aural.

INAUGURATING *Master Bread News* on KDAL Duluth for Zinsmaster Baking Co. are (l to r) Bill Krueger, news editor; Emil Wahlund, Zinsmaster plant mgr.; Dalton LeMasurier, KDAL gen. mgr., and Pres. Harry Zinsmaster.

PHIL ALAMPI (r), WJZ New York radio farm director, shows Mr. and Mrs. Harry Souder, publishers of *Poultryman* shown in blow-up at Great Penna Farm Show, picture taken of himself at White House turkey presentation.

GREETING Phil Harris (center), who co-stars with wife, Alice Faye, on NBC Sunday night comedy show, are Niles Trammell (l), NBC president, and Arthur Pryor, BBDO radio v.p.

AT Nat. Photo Finishers Assn. banquet in Los Angeles are (l to r) Phil Stewart, Roche, Williams & Cleary; Jo Stafford, star of Revere Camera's ABC show; James McGookin, Revere.

NEW KNBC-NBC San Francisco program director, Paul Speegle (r), meets Harry Bubeck, former program director moving to Hollywood [BROADCASTING, Jan. 24].

THE LATEST WCKY STORY

WCKY SET THE PACE IN 1948!

IN AUDIENCE - 12% INCREASE

Average audience, 8:00 AM - 8:00 PM, 7 days weekly,
November-December, 1948 over November-December 1947

WCKY NOW LEADS ALL CINCINNATI STATIONS IN
AUDIENCE 8 AM-8 PM, Sunday through Saturday, except one*

WCKY	**22.8**
STA A	18.4
STA B	22.3
STA C	29.9
STA D	18.8

A CONSISTENT YEAR ROUND AUDIENCE

And remember WCKY carries no baseball or football. WCKY's audience is a consistent year round audience built with outstanding block programming and news.

**Pulse Report*

INVEST YOUR AD DOLLAR WCKY'S-LY

WCKY SET THE PACE IN 1948!

IN MAIL - 33% INCREASE

WCKY, the No. 1 Direct Sales Station in the country, pulled 832,000 pieces of mail (with orders!) in 1948—from 39 states, with 81% coming from the intense night time listening area of 13 Southern States.

IN ADVERTISERS - 21% INCREASE

WCKY had a total of 186 Advertisers selling their products to the WCKY-Land audience in 1948.

WATCH WCKY IN 1949!

Thomas A. Welstead
Eastern Sales Manager
55 E. 51st. St. New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

C. H. "Top" Topmiller
Station Manager
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Who Pays Whom?

THERE'S a staggering amount of double-talk surrounding the effect of television upon sundry facets of the sports industries. Does TV help or hurt box office? The sports entrepreneurs have had their hands out for a hunk of money for telecasting rights, whatever the nature of the events. They wail plaintively about imagined gate losses which should be made up by station ownership or sponsors.

But where's the evidence? Sports industries are thriving. TV is drawing more and more customers. It's the radio story all over again.

Proof of this comes in a highly intelligent dissertation by Bob Cooke, sports columnist of the *New York Herald-Tribune*. He points out that wrestling in New York has been so stimulated by television that the authorities now are considering its return to Madison Square Garden, the grand opera of the professional sports arenas. (Since publication of his column, the return of wrestling to the Garden has been authorized.)

Mr. Cooke continues:

Speaking of television, it wasn't so long ago that the smaller fight clubs were dubious about permitting video, lest rust develop in their turnstiles. . . . Television was finally judged acceptable and immediately drew more customers, but the tragic part of the tale is the fact that the video people are now pulling out of the smaller clubs, like the Jamaica Arena, the Westchester Community Center and the Park Arena, with the result that these clubs may not operate any more.

It appears that instead of trying to sell telecasting rights, promoters might well start buying TV time to stimulate box office.

Beyond The Usual Call

INGENUITY and enterprise of American broadcasters are demonstrated so often that the public takes for granted that radio is an art which knows no frontiers.

During the war extraordinary programming was the rule.

The end of the war didn't bring an end to public service with an international flavor. Networks and independent stations alike continue to cover "cold war" fronts, and those hotter spots too.

Falling strictly in the enterprise category was the recently fulfilled farmers' mission to Europe conducted by WOW Omaha. The station is in the middle of America's breadbasket —heretofore regarded as the isolationist belt. Shepherded by Mal Hansen, farm director, and Bill Wiseman, promotion director of WOW, 26 dirt farmers selected from 53 who wanted to go, visited nine western European countries. They paid $2,500 each for expenses. They talked, ate and slept with their agrarian cousins. It was strictly grass roots.

Within 10 days after they arrived home last month, these farmers had more than 130 speaking engagements before farm and civic groups, and Messrs. Hansen and Wiseman made the agricultural Chautauqua, with more upcoming. From overseas there had been 73 broadcasts—a dozen over the networks, and many on foreign stations. WOW has a barrel of clippings of news stories and pictures.

Here was international good-will with a radio accent. It was the "Voice of America" in reverse. Johnny Gillin's WOW made good on an international assignment.

This is but one current example of the kind of service independent stations perform regularly—beyond the usual call. It can be an announcement for a rare type of blood that means life or death—or a mission to Europe.

Solar Plexus Punch

NOW COMES a subcommittee of the Senate Commerce Committee with a solar plexus blow at the FCC in which it all but proposes to preempt authority over allocations and policy-making. It comes when the FCC is still smarting from the sting of the House Select Committee report which accused it of utter disdain of the statutes.

If the FCC succeeded in brushing off the House action as the handiwork of Republican partisans now out of power, it can't duplicate the feat with the Senate group. The report bears the signatures of a two-man subcommittee—Tobey of New Hampshire, Republican, and McFarland of Arizona, Democrat. But it has full endorsement of Democratic Chairman Ed C. Johnson. That puts administration pants on it.

The Senate report is as astonishing as it is serious. It could lead to stripping the FCC of its most important function—allocations. It all but decides the clear channel issue by virtually commanding the Commission to duplicate clear channels and limit power to 50,000 w. Of course, to complete the job, Congress as a legislative whole would have to sustain it. But we doubt whether this FCC, or any other, would openly defy the subcommittee.

We think the subcommittee's report is fraught with danger. We do not condone past actions of the FCC and we agree that the FCC has been inconsistent, and has engaged in "extra-legal" conduct. We think too much policy-making has reposed in the hands of the FCC's legal staff. Certainly some allocations have been bungled.

The report, like the action of the Senate Committee nearly a year ago, implies a vote of "no confidence" in the FCC. If Congress wants another FCC it can enact a "ripper bill." If it wants to take over the policy-making and allocations authority, Congress might as well abolish the FCC and set up a one-man administrator, thereby saving the taxpayer the salaries of seven commissioners and their staffs.

Certainly this flaming report and the House Committee indictment which preceded it, point up the need for action. The proposed panel plan of the FCC, which the Senate committee construes as "not contemplated" by the present law, presumably now goes into deep freeze. Yet the subcommittee favors a division or panel principle. It reaffirms the White Bill provision holding that the FCC can look into programs, which we regard as back-door censorship. It calls for a continuing study of the whole communications structure.

There could be legislative action at this session. Chairman Johnson has more than donned the mantle of former Senator Wallace H. White Jr., as radio leader. He's swinging with both fists against large interests in radio and TV. In Chicago last Friday he urged independent affiliates to rally behind Ed Craney.

The task of convincing Congress that it shouldn't become a super-FCC isn't going to be easy. But it shouldn't be any tougher than the job of convincing Congress that its regulatory creature—the FCC—shouldn't meddle in programming and business operations of stations.

Here we have the unique situation of a Senate committee holding that the FCC is incompetent to handle allocations, but that this same Commission should have broader powers of censorship.

Broadcasters, as specialists, know infinitely more about programming to the public taste than seven members of the FCC. And seven commissioners, or nine or 11, as specialists, should know more about allocations than 531 members of Senate and House.

Our Respects To —

GLENN McCARTHY

TEXANS, a clan not easily impressed even by other Texans, may well pause and take note of the new KXYZ Houston owner, Glenn McCarthy. A man who friends will tell you had trouble borrowing $10,000 on his personal signature at one time, Mr. McCarthy has now wildcatted his way to fame and fortune as one of Texas' "Big Rich."

A self made man, the obviously Irish Mr. McCarthy started his amazing life on Christmas Day 1907. Whether his birthplace has had anything to do with his luck and success in the oil business is debatable, but he was born beside the fabulous Spindletop oil field near Beaumont.

His father, whose family originally came from County Cork, Ireland, was a driller in the field. His mother's family (Tounsend) were of Scotch and Irish extraction and were early settlers of Texas. Her family fought in the battle of San Jacinto and had an active part in the history of the Texas Republic.

A graduate of San Jacinto High School in Houston, Mr. McCarthy took his college training at Tulane, Texas A. & M. and Rice Institute. During vacations he worked as a roughneck and roustabout in the oil fields, gaining practical knowledge in the business which was to bring him fame and fortune.

The cleaning and pressing and service station businesses were the first to attract Mr. McCarthy. After short but successful ventures in each, he turned his attention to oil and began wildcatting in 1933.

Combining a native business acumen, ingenuity and a capacity for hard work, Mr. McCarthy was able to finance his operations with a small amount of capital, saved from his previous ventures.

He brought in his first well at Big Creek after drilling a dry hole at South Strang. Although several disappointments followed, Mr. McCarthy had cleared enough on a well at Conroe to enable him to bring in his first real discovery well. It was here that he made his first fortune when he brought in a well on a 1,000-acre tract at Anahuac.

Mr. McCarthy's oil activities suffered more than the usual ups and downs. Accidents and disasters in the field ate away profits and forced him deep into debt on several occasions. He was, however, able to fight his way back and recoup his losses each time.

Since 1940, when he brought in the League

(Continued on page 51)

Take the GUESS out of Buying

with WOV's 5 Audited Audiences

YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

To TAKE THE GUESS OUT OF BUYING see and get WOV's complete analysis of each of 5 Audited Audiences. It tells you age, sex, income, likes and dislikes, buying power and buying habits ...real information that opens the door to known individuals. At WOV the alert advertiser keys his message to known individuals, not to an unknown mass audience.

Audited Audiences, a WOV exclusive, is a help to helping you to TAKE THE GUESS OUT OF BUYING.

Ralph N. Wril, General Manager • The Bolling Co., National Representative

★ WAKE UP NEW YORK *with Max Cole*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Williams*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

SET OUTPUT

Figures Over a Million For Video in 1948

PRODUCTION of TV sets passed the million mark in 1948, based on figures of Radio Mfrs. Assn. manufacturers and estimates of non-member output.

RMA members turned out 866,832 TV sets last year, 1,590,046 FM-AM sets, 11,675,747 AM sets for a total of 14,132,625 receivers. The 1947 radio set total for the entire industry was about 16,000,000 compared to over 20,000,000 in 1947, an all-time record.

December TV production by RMA members was 161,179 sets, only 17,500 under the entire TV output for the year 1947. Since the war RMA members have made 1,160,000 TV sets with an additional 30,000 unassembled TV kits.

Nearly 44% of TV set production by RMA members was turned out in the fourth quarter with December weekly production reaching a peak of nearly 39,000. Holiday shutdowns cut the late-month figure. The 30,000-rate, if maintained during 1949, would mean annual output of over 2,000,000 TV sets. Actually, many companies are expanding production lines and new ones are entering the field so the total may well exceed the 2,000,000 mark.

Output of radio receivers fell 20% in 1948 under the all-time 1947 peak. RMA's member total was 13,265,763 receivers. AM-FM sets on the other hand rose 35% over 1947 production despite the general decline in receivers. AM-FM output by RMA companies for December was 200,326, an all-time record.

AM-FM table models accounted for 42% of the dual band sets. TV receivers including FM reception are not separately tabulated by RMA. The postwar total output of AM-FM sets by RMA companies is nearly 3,000,000.

Auto and portable sets continued in high production last year, reaching higher percentages of total radio receiver output. Auto radios totaled 3,409,013 for the year, 26% of the 1948 total of radios made, with portables numbering 2,114,133 or 17%.

The entire decline in 1948 radio set output was accounted for by the drop in AM only home receivers. Table models dropped from 72% to 46% of the total radio output with consoles maintaining about the same proportionate share they had in 1947, or 12%. Table model TV sets represented 68% of all TV receivers produced.

Following is a month-by-month table of RMA television and radio set production in 1948:

	TV	FM-AM	AM	All Sets
January	30,001	136,015	1,173,240	1,339,256
February	35,889	140,629	1,203,087	1,379,605
March	52,137	161,185	1,420,113	1,633,435
April	46,339	90,635	1,045,499	1,182,473
May	50,177	76,435	970,168	1,096,780
June	64,353	90,414	959,103	1,113,870
July	56,089	74,988	552,361	683,438
August	64,953	110,879	759,165	934,997
September	88,195	171,753	1,020,498	1,280,446
October	95,216	170,086	869,076	1,134,378
November	122,304	166,701	827,122	1,116,127
December	161,179	200,326	876,315	1,237,820
Totals	866,832	1,590,046	11,675,747	14,132,625

NABET, IATSE

Seek Terms Without NLRB

JURISDICTIONAL scrap before the NLRB between NABET and IATSE over television lighting workers on ABC and NBC will be held in abeyance while top level officers of the two unions try to settle their differences outside government hearing rooms. This was learned Wednesday after an NLRB hearing in New York.

The NBC case was postponed until March 16. It is understood that Clarence Westover, NABET executive secretary, and Dick Walsh, IATSE president, will attempt to reach an agreement" in the best interests of the industry and the unions involved" which would be "acceptable to the industry and the unions."

A temporary and local solution of the differences between the two unions was reached in December and is in force. Under it, NABET has jurisdiction over supervisory employees while IATSE has jurisdiction over the men who actually place and rig lights. It is believed that talks between the national officers will seek a solution along the same lines.

The ABC case is expected to be controlled by whatever solution is reached in the NBC controversy.

PROPOSED GRANT

Issued for Wis. Local

DESPITE findings of minor interference which would result to several existing stations, FCC last week proposed to grant application of Richland Broadcasting Co. for new AM station at Richland Center, Wis. Facilities are 250 w fulltime on 1450 kc.

Commission found that Richland Center (1940 pop. 4,364) receives no primary broadcast service, has no daily paper and no medium "for the rapid dissemination of local news." FCC said 89.6% of all farms in area have a radio but only 45.5% have telephones.

Minor interference would be caused to WDLB Marshfield and KFIZ Fond du Lac, Wis., and KCRG Cedar Rapids, Iowa. The proposed station itself will suffer 24.7% population loss within its interference-free contour because of outside signals.

Firm is owned by Arthur Overgaard, road contractor, president and 128 shares, and Thomas R. Kelley, senior electronics instructor at Industrial Training Institute, Chicago, vice president and 122 shares. Secretary is Donald E. Gill, certified public accountant in Madison, Wis. Mr. Overgaard has net worth in excess of $400,000.

New WORL Manager

ASHLEY ROBISON has been promoted from assistant general manager to manager of WORL Boston, the station announced last Thursday. He succeeds George Lasker, now sales manager of the Friendly Group stations, with headquarters at Steubenville, Ohio [BROADCASTING, Jan. 10]. Mr. Robison became assistant manager of WCOP Boston and WORL in 1938. He continued in that post until 1944 when he resigned from WCOP.

Mr. Robison

Agency Formed

LEE WYNNE and Vincent Alexander have formed Wynne-Alexander Adv. Agency at 903 South Fair Oaks, Pasadena, Calif. Phone is Pyramid 1-2319. Mr. Wynne had been with KGER Long Beach for past 13 years, the last two as general manager. He has served as a director of Southern Calif. Broadcasters Assn. for past five years and is one of founders of California State Broadcasters Assn. Mr. Alexander was formerly announcer-writer-producer for several stations.

Mr. Wynne

CODE VS. FCC

Miller Speaks in Chicago

RECENT changes in the membership of the FCC and the "tremendous pressures of work which have fallen upon it, will make the Commission happy to discontinue its adventures into the field of producing Blue Books" NAB President Justin Miller said Wednesday at a Chicago Radio Management Club luncheon.

Judge Miller stated that the Blue Book and FCC had "a great deal of influence in establishing a background for adoption of the Standards of Practice."

"Broadcasters were very much disturbed and some of them considerably frightened by the attitude of FCC and by the strictures and unsupported allegations of the Blue Book," he declared. "These fears made them realize the need for self regulation far more than ever before."

Noting that the standards relating to over-all timing of commercials and content of commercials are "directly traceable" to Blue Book, and FCC influence, Judge Miller emphasized that NAB is working toward "a realization on the part of both broadcasters and the FCC that advertising per se is in the public interest."

"Although FCC's position was subject to the interpretation that advertising itself is not in the public interest, recent considerations have persuaded the Commission to concede ground on this point," he observed. Citing the recent Hearst Radio case as a "setback," he recalled that the U. S. Court of Appeals for the District of Columbia indicated that preparation of the Blue Book and its release by the Commission was "outside the function of the FCC."

Self Regulation Needed

"There can be no doubt that the fear of FCC practices, the Blue Book and other administrative operations will provide a continuing influence through which the need for self regulation will be apparent to broadcasters," Judge Miller asserted.

He added that newspaper and magazine editorials and commentary played a "substantial part in creating a background favorable to adoption of the standards and in creating an attitude favorable to their observance and implimentation."

"The critics on metropolitan papers seem to have an influence on broadcasters," he said.

The NAB president deplored use of the word "enforce" as applied to the standards. "We have no intention of enforcing the standards in the sense of applying coercion, pressures or punishment," he explained. "Realizing that broadcasters are licensees of the government, subject to control by several governmental agencies, the NAB recognizes that the enforcement methods practiced by other groups may be entirely inappropriate in the case of such government licensees. Our problem is to find ways and means to go as far as we can in securing implementation of the standards without inviting prosecution under the anti-trust laws for operations in restraint of trade.

"We realize also," he added "that

(Continued on page 48)

TV FILMS PAY OFF

N.Y. Conference Told

FILM PRODUCTION for television can pay off now, if the producer is willing to scrap the high standards and high costs of Hollywood productions and adopt assembly line methods, John Mitchell, television director of United Artists, told the television film conference held in New York last Monday.

What is needed, Mr. Mitchell said, are programs representing out-of-pocket production costs between $500 and $10,000 per program. He added that there are today producers willing to finance production at this cost level. When that statement was questioned, Mr. Mitchell explained that the figure of $500 applied to a five-minute show. Quarter-hour programs, he said, would range in cost from $1,750 to $6,000.

R. J. Rifkin, Ziv Television Inc., urged television producers to develop new production techniques for this new medium and not to go on imitating radio techniques as is now the custom. In pointing out the limitations of today's live TV programs, he stressed the advantages of film and its growing importance in video programming.

Ed Evans of WPIX (TV) New York described the film handling problems of TV stations, decrying the poor quality of prints furnished by some producers and distributors as his principal complaint.

Elaine A. Phillips, WSPD-TV Toledo, outlined the film requirements of a TV station so that it may program regular series of film of the same type and so build up a faithful audience for a particular period each week.

Ed Woodruff, Telecast Films Inc., urged stations to check carefully on film offered at very low prices, citing the dangers of improper clearances which might lead to suits for copyright infringements.

Presents Other Side

From the other side of the picture, Myron Mills of Equity Film Exchange stated that many stations mishandle films, fail to return prints on time, etc. He urged careful handling of films, for the benefit of TV stations as well as the distributors of film.

Irving Leos, Official Films, attributed most of today's problems to video's growing pains, predicting that time will cure most of them. Noting that he received contracts from stations which do not include date or time of showing and other pertinent information, he said that adoption of a standard contract form would be of great value.

Seymour Peyser, attorney, discussed the many legal problems arising with television, the difficulty of clearing rights when contracts were drawn before television was thought of as a medium, the problem of controlling the reception of a video program in a movie theatre or elsewhere where the act of receiving a TV broadcast may constitute a performance for profits, etc. The best practice in the face of today's legal uncertainties, he said, is to be sure that all contracts are as complete and as precise as possible, providing for all contingencies which might arise.

Melvin Gold, president, National Television Film Council, concluded the meeting by reading a draft of the proposed standard exhibition contract for the use of films on television. He urged those attending the meeting to think over the contract and send their suggestions and criticisms to the council for consideration prior to the contract's adoption as an industry model.

Irwin A. Shane, publisher of *Televiser* magazine, was general chairman of the meeting, which had a total attendance of 238. Conference was held at New York's Hotel Biltmore, under the auspices of *Televiser*.

Upcoming

Feb. 8: Hearing before FTC on Motions of American Tobacco Co., Washington.

Feb. 14-15: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

Feb. 21: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.

Feb. 28: WHAS Transfer Hearing, FCC, Washington, D. C.

March 1: Wander Co. hearing before FTC continued, Durham, N. C.

March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.

March 7-9: Chicago Television Council national TV conference, Chicago.

March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.

March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel Chicago.

March 29-30: Fifth Annual City College of New York Radio-Television and Business conference, Hotel Roosevelt, New York.

April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.

April 6-12: NAB Convention, Stevens Hotel, Chicago (April 6-8, Engineering sessions; 11-12, Management sessions).

April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

Want to Get a Client "Set" in Memphis

AVAILABLE

To Make Sales

★ 8:45 to 9 a.m. CST, Segment

BILL GORDON'S

"No Name Show"

Mondays Thru Saturdays

WHHM	Sta. B.	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.7	3.5	2.9	2.2	1.2	0.9

Latest Memphis Hooper Continuing Measurement

Forjoe & Co., representatives

Patt McDonald, manager
WHHM
Memphis, Tenn.

WHAS CASE

Hearing to Start Feb. 28

COMPETING applications of Crosley Broadcasting Corp., The Fort Industry Co. and Hope Productions Inc. (Bob Hope) for $1,925,000 purchase of WHAS-AM-FM-TV Louisville were designated by FCC last week under its AVCO rule for competitive hearing to commence Feb. 28 in Washington.

WHAS-TV's request for additional time to complete its construction also was ordered for hearing at the same time. It is expected that a hearing examiner will be named to preside.

One of hearing issues is question of whether Crosley's WLW Cincinnati has coverage overlap with WHAS and, if so, whether such overlap would contravene the Commission's rule banning duopoly (Sec. 3.35). Another issue concerns whether or not a transfer to Fort Industry would conflict with regulations limiting the number of FM stations one entity may own or control (Sec. 3.240).

FCC rules now do not limit AM holdings but do restrict FM outlets to six and TV to five. The Commission has proposed new rules keeping the FM and TV limits and adding an AM limit of seven [BROADCASTING, Aug. 23, 1948, Jan. 24].

Other issues concern inquiry into price, contracts and manner of payment, and plans of each bidder for staffing and programming the stations. The order for hearing on the television extension request indicated FCC wishes to determine whether WHAS "has been diligent in proceeding with the construction" of WHAS-TV. Permit was granted in September 1946.

. Crosley filed the initial application for purchase of the Louisville *Courier Journal* and *Times* radio properties last fall [BROADCASTING, Oct. 18, 1948]. WHAS, a clear channel outlet, is assigned 50 kw on 840 kc. In addition to WHAS-AM-FM-TV, deal includes a facsimile station, a developmental outlet and six remote pickup stations.

Crosley is owned by AVCO Mfg. Corp. and in addition to operating WLW has other broadcast interests. These include WINS New York, WLWT (TV) and WLWA (FM) Cincinnati, WLWC (TV) and WLWF (FM) Columbus and WLWD (TV) and WLWB (FM) Dayton, Ohio. Crosley has TV request pending in Indianapolis.

Fort Industry owns WSPD Toledo, WGBS Miami, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WMMN Fairmont, W. Va., and WLOK Lima, Ohio. Each has affiliated FM operation except WMMN. Firm also operates WJBK-TV, WSPD-TV and WAGA-TV and has applications pending for TV in Miami and Wheeling.

Hope Productions Inc. is solely owned by Bob Hope, NBC comedian and movie star.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK DEC 19-25, 1948

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	32.8	+0.5
2	7	Harris-Faye Show	27.4	+3.0
3	3	Fibber McGee & Molly	25.7	—1.8
4	6	Jack Benny	25.4	+0.1
5	2	Talent Scouts	25.3	—2.4
6	4	Bob Hope	24.3	—1.3
7	5	My Friend Irma	24.0	—0.2
8	8	Jergens Journal	23.7	+0.6
9	19	Charlie McCarthy	23.6	+3.3
10	34	Fred Allen	22.5	+4.0
11	16	FBI in Peace and War	22.4	+1.5
12	13	People Are Funny	22.2	+0.9
13	10	Duffy's Tavern	22.0	—0.4
14	15	Mr. Keen	21.6	+0.7
15	9	Suspense	21.1	—2.2
16	12	Mr. District Attorney	20.9	—1.4
17	23	Amon 'n' Andy	20.3	—0.8
18	41	Red Skelton	19.8	+1.2
19	17	Big Town	19.8	—0.1
20	63	Merry Go Round	19.7	+4.8
EVENING, 2 to 5-A-WEEK, 5-30 MIN.				
1	2	Beulah	14.4	—0.1
2	3	Edward R. Murrow	13.9	+0.7
3	1	Lone Ranger	13.8	—2.7
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	5	Godfrey (L.M.)	11.3	—0.1
2	2	When a Girl Marries	11.2	—1.3
3	1	Backstage Wife	11.1	—1.3
4	3	Right to Happiness	10.8	—1.3
5	9	Portia Faces Life	10.6	—0.6
6	10	Pepper Young's Family	10.3	—0.7
7	6	Stella Dallas	10.3	—1.4
8	4	Young Widder Brown	10.3	—1.8
9	8	Our Gal, Sunday	10.2	—0.4
10	28	Front Page Farrell	9.9	+0.8
11	7	Helen Trent	9.7	—0.6
12	19	Godfrey (Nabisco)	9.6	+0.3
13	14	Big Sister	9.6	—0.4
14	13	Ma Perkins (CBS)	9.5	—0.5
15	11	Lorenzo Jones	9.5	—1.3
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	18.4	+3.1
2	2	Quick as a Flash	17.6	+3.4
3	7	The Shadow	15.4	+3.1
4	10	House of Mystery	13.8	+1.4
5	24	Merrill-Boston Pops	12.5	+5.1

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	24.2	—0.7
2	10	Harris-Fay Show	21.5	+3.3
3	2	Fibber McGee & Molly	21.3	—0.6
4	7	Jack Benny	21.2	+1.2
5	3	Jergens Journal	21.0	+0.5
6	4	My Friend Irma	20.6	+1.2
7	24	Charlie McCarthy	18.4	+3.1
8	14	People Are Funny	18.4	+1.2
9	5	Talent Scouts	18.3	—1.6
10	12	Mr. Keen	18.2	+0.3
11	33	Fred Allen	17.2	+3.0
12	11	Duffy's Tavern	17.2	—0.6
13	9	District Attorney	17.2	—1.6
14	15	Suspense	17.0	—0.3
15	6	Bob Hope	16.7	—3.5
16	23	Mystery Theater	16.3	+0.1
17	25	Amos 'n' Andy	16.1	+0.2
18	48	Roy Rogers	15.5	+3.4
19	19	FBI Peace War	15.4	—0.5
20	18	Crime Photographer	15.3	—0.8
EVENING, 2 to 5-A-WEEK, 5-30 MIN.				
1	2	Beulah	12.3	—0.2
2	6	Edward R. Murrow	11.2	+1.3
3	1	Lone Ranger	11.0	—1.9
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Backstage Wife	10.2	—1.1
2	2	When a Girl Marries	9.7	—1.5
3	3	Right to Happiness	9.6	—1.2
4	9	Portia Faces Life	9.5	—0.5
5	7	Pepper Young's Family	9.2	—0.8
6	5	Stella Dallas	9.1	—1.4
7	8	Godfrey (L & M)	9.0	—0.5
8	10	Our Gal, Sunday	9.0	—0.2
9	4	Young Widder Brown	8.9	—1.9
10	17	Godfrey (Nabisco)	8.6	+0.3
11	11	Ma Perkins (CBS)	8.5	—0.6
12	27	Front Page Farrell	8.4	+0.7
13	6	Helen Trent	8.4	—0.6
14	13	Big Sister	8.4	—0.4
15	24	Just Plain Bill	8.1	0.0
DAY, SAT. OR SUN., 5-60 MIN.				
1	1	True Detective	14.7	+2.2
2	4	The Shadow	12.9	+2.7
3	7	Quick as a Flash	12.0	+2.7
4	10	House of Mystery	10.3	+1.3
5	6	Armstrong Theater	9.1	—1.0

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COL. NUSSBAUM

Injured in Plane Crash

COL. HOWARD NUSSBAUM, chief of the radio and television branch of the Air Forces public information division, was among the five men injured in the crash of an Air Force plane near Washington, D. C., Jan. 23, which claimed the lives of two others.

Col. Nussbaum

The plane, a C-45, crashed near Andrews Air Force Base, in its third attempt at an instrument landing during rain and poor visibility.

Col. Nussbaum, 38, was taken to Bethesda Naval Hospital, Bethesda, Md., where his condition was described Thursday as being improved.

Ayers Is V.P.

WALTER C. AYERS, senior partner for several years in the firm of Brooke, Smith, French & Dorrance, Detroit, has been elected executive vice president of the advertising agency.

WTVJ (TV)

Gets Temporary Go Ahead

SPECIAL temporary authorization to commence commercial operation was granted by FCC last week to WTVJ (TV) Miami, Fla. Station fortnight ago was subject of an initial decision by Comr. Paul A. Walker ruling that the Commission should "revoke" its revocation proceeding against WTVJ [BROADCASTING, Jan. 10].

FCC last week also granted application of WTVJ for extension of completion date to July 27 and denied petition of pending Miami TV applicants seeking that the extension request be consolidated in the new station hearing. Comr. Robert F. Jones dissented in part. Consent also was given to WTVJ's request for modification of its permit in part, with effective radiated power of 1.45 kw visual and 0.73 kw aural.

The STA, valid until April 17, specifies temporary antenna 286 ft. about average terrain and ERP of 2.2 kw visual and 1.1 kw aural.

The initial decision of Comr. Walker also had recommended that approval be granted to transfer of WTVJ to Wolfson-Meyer Theatre Enterprises. Permittee is Southern Radio and Television Equipment Co. The Commission's earlier order of revocation was based upon alleged concealment and misrepresentation of ownership.

STATION SALES

Three Apply to FCC

APPLICATION was tendered for filing last week at FCC for acquisition of control of KSAL Salina, Kan., by John P., Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of KSAL. Mr. Bailey received $207,000 for his stock. The Harris family controls Hutchinson Pub. Co., other major stockholder in KSAL.

Transfer applications also were filed with the Commission for consent to transactions involving KDLK Del Rio, Tex.; WDIG Dothan, Ala., and KCOI Coalinga, Calif.

The KSAL case is an intercorporate transaction in which the Harris group acquires control solely as result of Mr. Bailey's retiring of his stock and they pay no consideration.

Details of the transfers follow:

WDIG Dothan, Ala.—Assignment of license from Houston Broadcasters to new partnership of same name and including two of three present equal owners. J. P. Burnett sells his one-third interest to Jess M. Swicegood, general manager, for $12,500. Mr. Swicegood becomes two-thirds owner. His sister-in-law, Lola C. Robinson, retains one-third interest. WDIG is assigned 250 w on 1450 kc.

KCOI Coalinga, Calif.—Assignment of CP from D. O. Kinnie, sole owner, to Albert F. Blain (45%), Richard L. Newman Jr. (45%) and Forrest W. Hughes (10%) d/b as KCOI Broadcasting Co. for $500. Mr. Kinnie, part owner of KKIN Visalia, Calif., stated he needed capital for other business. He also has 30% interest in Sierra Broadcasting Co., Visalia TV applicant. Mr. Blain is sales manager and part owner of KKIN and Mr. Hughes is KKIN chief engineer. Mr. Newman owns Sanitary Laundry, Taft, Calif. KCOI is authorized 500 w day on 1470 kc.

KSAL Salina, Kan.—Acquisition of control of KSAL Inc., licensee by John P., Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of station, for $207,000. Salina Journal Inc. owns 194 of total 400 shares in KSAL Inc. Hutchinson Pub. Co. owner 150 shares in KSAL, is owned by Harris family. Total 385 shares now outstanding in Salina Journal are held as follows: Robert J. Laubengayer 63, John P. Harris 124, Sidney Harris 125, Earl C. Woodward 70, and Fred M. Harris 1. Mr. Laubengayer was granted consent by FCC in October 1945 to sell his controlling interest in station. KSAL is assigned 5 kw day, 1 kw night on 1150 kc.

KDLK Del Rio, Tex.—Assignment of license to new partnership of same name, Del Rio Broadcasting Co., and composed of three of four original co-partners. Thomas O. Mathews withdraws to re-enter Army as major. Consideration for his one-quarter interest is $750 plus assumption of proportion of obligations. Partners continuing are James A. Clements, Richard J. Higgins and Joe H. Torbett. KDLK is assigned 250 w on 1230 kc.

Canadian Inquiry

INQUIRY into Canadian broadcasting and television was announced in Ottawa Wednesday coincident with the opening of Parliament. The activities of CBC and other governmental cultural agencies is being investigated by the Royal Commission, according to the announcement.

TV CHANNELS

Coy Sees More Space by End of '49

TELEVISION broadcasters were reassured last week that, in the belief of FCC Chairman Wayne Coy, "the need for additional channels will be met before the current year is finished," and that the VHF video freeze may be lifted within a few months.

In a speech before a joint luncheon meeting of the Radio Executives Club and the Advertising Club of Boston last Tuesday, he substantially reiterated his statement of a few days earlier that FCC hopes the UHF video channels may be opened before the end of the year [BROADCASTING, Jan. 24].

But, he warned, it's not yet known definitely whether FCC now has sufficient propagation data to write UHF video standards. A further hearing on this subject may be necessary but is "by no means certain," he added.

He said his own "present thinking" is that 50 to 70 additional channels may be required for "a nationwide competitive system" of television. At present there are 12 channels. The UHF TV band, extending from 475 to 890 mc, would accommodate 69 6-mc channels, but considerably fewer if 12, 14 or 16 mc channels were necessary.

In discussing the lifting of the VHF freeze, Mr. Coy did not go quite as far in the prepared text of his Boston speech as he went at the CBS Television Clinic in New York the preceding Friday. In New York he predicted the freeze would be removed by April or early May. In the Boston text he renewed his original estimate of six to nine months, pointed out that March 30 will mark the end of six months, and said:

"I am sure the 'freeze' cannot be lifted before then, but it is still a good target date."

He also said he expected a report "within a few weeks" from FCC-industry engineers studying technical data relating to VHF television standards.

"It is my belief that there is substantial agreement on the correctness of the data," he said. "If I am correct in that assumption then it can be expected that the Commission may within a few weeks be able to submit proposed revisions of Standards of Good Engineering Practice for television."

Chairman Coy noted that industry spokesmen seemed agreed that most or all of the UHF band should be used for the present TV system and that high-definition black-and-white or color would have to wait for future development. "It is almost unnecessary to observe that such a position is compatible with their present interests," he said, adding:

"The Commission must, however, look at the problem from the point of view of the public interest. If either high-definition black-and-white or color television is now practical and feasible, the Commission can hardly stand in the way of such a development and thus retard progress."

He considered it "inevitable" that the present sound networks "will soon begin the task of revising their program structures and may end up with two network services—one to areas with television service available and one to areas where television is not available".

Of the programs inaugurating the coaxial link between the Eastern and Midwestern TV networks [BROADCASTING, Jan. 17], Mr. Coy said he "had the feeling . . . and it still persists, that television broadcasters did not put their best foot forward on that night. They missed a great opportunity to showcase the best of their program services; like, for example, 'The Man Who Came to Dinner' on CBS Sunday night, Jan. 16, or 'Papa Is All,' which was on NBC the same night."

He cautioned that "new techniques" of television broadcasting must be devised "or a considerable segment of the population of the country may be without television service." He cited Stratovision as a possible contribution to the coverage solution, but saw some high-policy questions rising out of Stratovision's potential:

"Sometime in the near future the FCC will determine if this novel method is technically feasible and whether assigning exclusive channels for nationwide coverage in this way would be in the public interest. Investing one company with so much power over publicly owned channels of communication raises serious questions of free speech and monopoly and must be carefully weighed."

DR. IMRE PATAL

Tube Researcher Dead

DR. IMRE F. PATAL, 54, noted for his research in the electron tube field, died Jan. 19 in University Hospital, Philadelphia. Dr. Patal, noted physicist and member of the staff of Franklin Institute's Bartol Research Foundation, Swarthmore, Pa., was credited with developments in radio tube cathodes, improvements in television tubes and a new process for darkened glass.

Before coming to this country, Dr. Patal was in charge of television and radio research laboratories in his native Hungary and Holland. He is survived by his wife, Agi Jambor, a concert pianist.

We're having a Baby at 630!

YES . . . any minute now KMAC will be the proud possessor of a nice fat 5,000 watts, unlimited, at 630 . . . and we're all sweating out the big event. And along with us, there's an audience of one and one-quarter MILLION awaiting the new arrival . . . here in the nation's 27th market. Let Pearson give you the details!

MUTUAL IN SAN ANTONIO

MBS KMAC-KISS TSN

Howard W. (Papa) Davis, owner

Represented Nationally by John E. Pearson Company

Free Speech Battle

(Continued from page 27)

of legislation having the effect of law and backed up by the most sinister method of punishment in our system of law."

Most of the facts in the case were stipulated in an agreement among counsel, with stations (except WBAL) conceding they had made the broadcasts that aroused the court's ire last July.

Judge Gray and counsel agreed that use of the terms "publication" and "freedom of press" and similar words applied to broadcasting as well as newspapers.

Several times suggestion was made that Gov. William Preston Lane Jr. should have been cited for contempt because he congratulated Baltimore police for capturing the murder suspect. Similar action against police officials who announced the prisoner had confessed also was proposed.

Opens Prosecution

Opening the prosecution, Anselm Sodaro, assistant states attorney, said the court's contempt power is inherent under common law. He introduced Attorney Murphy as his only witness. J. Harold Grady, another assistant states attorney, contended that trial by newspaper seriously impaired the right of accused persons to an impartial trial and must not be allowed to interfere with the administration of criminal law.

Charles G. Page, appearing with George Coachran Doub for the Senior Bar Assn. of Baltimore, cited right to a fair trial under Maryland's Bill of Rights and said trial by newspaper is nonexistent in England. He felt the power of the courts must not be impaired by legislation.

Shriver Appearance

J. Nicholas Shriver presented the case of the Junior Bar Assn. of Baltimore. Associated with him were James B. Maginnis, E. Paul Mason Jr. and James R. Crock Jr. Mr. Shriver traced the English common law history of contempt powers and asked the court to take judicial notice "that you don't listen to out-of-town stations but to your local stations." He apparently referred to statements that WTOP Washington, for example, had Baltimore coverage and carried news about the murderer without being subject to the Baltimore court's censorship.

Joseph L. Paper, associated with John H. Skeen Jr. in representing the Maryland Civil Liberties Committee, too, took issue with the national organization's position and argued on behalf of the court's powers. He conceded Rule 904 restricts freedom of the press and cited the Hauptmann case as an example of a trial in which newspapers "decided they were king."

Hilary W. Gans, for WITH and Mr. Connolly, reduced the case to two issues—validity of Rule 904; but assuming its validity, did the broadcasts support the contempt citations? He pointed out that both sides concede Rule 904 is based on the "tendency" contempt rule. Therefore the rule is invalid since predicated on a standard no longer part of the law, he argued. "We can't be held in contempt of a rule which is invalid," he said.

All jurors will be influenced somewhat by publication of news about criminals but this doesn't prevent a fair trial, he contended.

Mr. Fly, closing the Wednesday argument, contended that if this proceeding involves the "right of a radio station to squawk," then everyone might as well go home. Free speech protects the vast reading and listening public, he contended. "This is an awfully grave case," he added. "I didn't think there was anything like this in the country. I'm not surprised that our friends (prosecution) had to go to England to support their position. Give us a fettered press and our democracy is in danger. The only thing certain is that you have a substantial abridgement of liberties guaranteed by the First and 14th Amendments."

WCBM Testimony

W. Frank Every and Paul D. P. Spearman represented WCBM Baltimore. Their brief described Rule 904 as vague and ambiguous, denying equal process rights under the 14th Amendment. The rule has no control over broadcasts and news dissemination originating outside the state, they reminded. The restraints were declared to amount to censorship, prohibited by Article 40 of the Maryland Declaration of Rights and the U. S. Constitution. The rule was said to control the time of making the material public, not the nature of the matter.

NAB cited Section 326 of the Communications Act as forbidding censorship. Don Petty, for NAB, covered court decisions on the contempt rule and said the court was acting as a "board of censors." American Newspaper Publishers Assn., represented by William K. Van Allen, flatly opposed the court's contempt procedure [BROADCASTING, Jan. 24].

William L. Marbury and John W. T. Webb, for WFBR Baltimore, pointed out that the Baltimore judges often disagree on whether individual stories violate Rule 904, with one newspaper getting an adverse ruling while its competitor was receiving a favorable opinion and printing the material. The Maryland Act of 1853 forbids courts from inflicting summary punishment for contempt, they argued in their brief, reminding that contempt powers arose from the need of maintaining order in the courtroom. They cited constitutional guarantees and insisted publication of press releases by public officials cannot be treated as contempt.

In his oral argument Thursday Mr. Spearman said regulation of interstate and foreign commerce is up to Congress, which has preempted the right to control broadcasting. FCC has the specific right to control "all" interstate and foreign transmissions, he said, reminding that under Federal law "there is no such animal as an intrastate broadcast." As a result, Rule 904 "has to be thrown right out the window," he claimed, being a threat and burden to the broadcasting of news in interstate commerce. WCBM signals are transmitted to other states, he said, a fact stipulated in the case.

Arguing for WSID, John J. Neubauer said the station is outside Baltimore city and out of the court's jurisdiction the same as the Eastern Shore and other parts of Maryland. Even if its broadcasts in the murder case had been heard in Baltimore, WSID is not guilty since the prosecution failed to prove they were actually heard in the city, it was contended.

Judge Gray wound up the Thursday afternoon session by asking counsel to submit further argument Friday on constitutional questions.

BERLE SHOW TOPS

N. Y. TV Hooper for Jan.

FOR THE fifth consecutive time, Milton Berle's *Texaco Star Theatre* (NBC-TV, Tuesdays, 8-9 p.m. for the Texas Co.), tops all New York TV Hooperatings, according to the C. E. Hooper Inc. January report.

The report gives the Texaco show a 79.6 rating.

Hitting a second-place 60.0, *Arthur Godfrey and His Friends*, (Liggett & Myers) established an all-time record 97% sponsor identification. The figures represent the program's premiere broadcast.

TOP TEN TV HOOPERATINGS
(Regularly Scheduled Sponsored Television Programs)
January 1949

		Station	Rating
1.	Texaco Star Theatre	WNBT	79.6
2.	Arthur Godfrey and His Friends	WCBS-TV	60.0
3.	Arthur Godfrey's Talent Scouts	WCBS-TV	56.1
4.	Toast of the Town	WCBS-TV	49.0
5.	Kraft TV Theatre	WNBT	42.4
6.	Amateur Hour	WABD	37.5
7.	We, the People	WCBS-TV	37.1
8.	Arrow Show	WNBT	35.6
9.	Dunninger and Winchell	WNBT	34.5
10.	Gulf Show	WNBT	31.6

PERFECT CIRCLE

Sponsoring Speed Classic

FOR the fourth consecutive year, Perfect Circle Corp., Hagerstown, Ind. (pistons), will sponsor the 500 mile Indianapolis Speedway Races over the MBS network on Memorial Day.

More than 500 stations will carry the May 30 event, with race descriptions to be reported during four different broadcast periods. Bill Slater, Mutual's ace commentator and sportscaster, will act as chief announcer. Agency for the sponsor is Henri, Hurst & McDonald Inc., Chicago.

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FLINT . . . world's 2nd automobile city.

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

WTAC FLINT, MICHIGAN

DETROIT

1000 Watts Day — 500 Night

600 KC

Paul H. Raymer, Representative

TV PICTURE

Merits of AM, FM Tested at Laurel

FCC last week unveiled its laboratory tests of an FM television picture to a group of industry engineers. The demonstration was staged at the Commission's laboratory outside Laurel, Md., about half way between Washington and Baltimore.

★

The experiments are designed to show relative merits of AM and FM pictures from an interference standpoint [BROADCASTING, Jan. 17].

Though the FM pictures showed less interference effect in some portions of the tests, the opposite was true at other times. This led some of the engineers present at the experiment to question the value of FM pictures as compared to the present AM images.

Most of the engineers present spoke favorably of the experiments as another step in the long-time visual art, but there seemed to be a feeling that FM transmission of pictures could not be developed in time for allocation of the ultra-high frequency band within a year.

FM made its best showing at Laurel in demonstrations of co-channel and adjacent-channel interference. When multipath or ghosting effects were produced artifically, FM didn't show superiority.

The demonstration was in charge of Edward W. Chapin, chief of the FCC Laboratories Division. Operating the equipment and explaining various aspects of the tests was Willmar K. Roberts, assistant chief, aided by Frank D. Craig, engineer.

Three Receivers Used

Two TV receivers were set up in the laboratory, 12-inch DuMont Chatham models. One was modified as an FM receiver, containing a limiter and discriminator but not including sound. The two receivers were driven by a third receiver, which picked up TV stations in Washington and Baltimore.

First test showed FM and AM video modulation from a local monoscope source, using desired to undesired signal levels of 1 to 1, 4 to 1, 10 to 1, 20 to 1 and 100 to 1. The WNBW Washington test pattern was on the screen.

Most of the time there was little difference in picture quality.

Then co-channel interference was demonstrated between two AM video signals on Channel 4 and two FM video signals on Channel 5. At 4 to 1, the FM picture had a beat distributed over the frequency. With AM, the synchronization suffered from interference.

At 10 to 1, FM was better, showing slight moving vertical bars as AM was marred by heavy bars and background interference.

At 20 to 1, FM interference was fine in detail without herringbone or stripes whereas AM had a large beat. At 100 to 1 the moving component was apparent on FM but to the average viewer the difference between AM and FM was not noticeable.

Interference from signals other than TV (CW) was demonstrated. Both FM and AM were hopeless at 1 to 1. At 10 to 1 FM was good, with AM showing moving diagonal bars. In FM the beats did not line up in regular patterns. At 2 to 1, FM was quite superior to AM. It was pointed out by Mr. Roberts that there always is a point on an FM set where interference can be minimized at some sacrifice in definition.

Multipath Tests

FM failed to show up so well in the multipath or ghost tests. Here a 900-foot cable and attenuator were used to create ghost effects artifically. At 1 to 1, the AM picture had a ghost of about ¼-inch displacement on the screen. The FM screen showed brilliant white halo outlines around the images. AM synchronization was off somewhat.

With 5 to 1 signal ratio, AM was brighter, with black and white ghosts. It appeared at least as good as FM which had flashing diagonal lines some of the time.

RCA representatives recalled their FM picture tests nearly a decade ago in which laboratory results were extremely promising. In the field, however, the results of 1 kw transmission from the Empire State Bldg. in New York were extremely disappointing, it was explained. These tests played an important role in the later recommendations of National Television System Committee and Radio Technical Planning Board against use of FM picture transmission. Those tests showed barely noticeable effects in AM, with FM faring badly by comparison. Similar results were obtained in wartime Project Ring, in which AM and FM picture transmission were compared in airborne tests.

Those observing the demonstration included Dr. Thomas T. Goldsmith, DuMont Labs.; T. A. M. Craven, Ronald H. Culver, George M. Lohnes and Lawrence R. Poast, of Craven, Lohnes & Culver; Ray D. Kell, Dr. George H. Brown, Raymond E. Simonds, RCA; Dixie B. McKey, consultant; Oscar C. Hirsch, Robert Hirsch, KFVS Cape Girardeau, Mo.; George P. Adair, consultant; Jay W. Wright, CBS; Dr. Frank G. Kear, ABC; K. R. Cooke, WGBI Scranton, Pa.; John P. McGoldrick, WQAN Scranton; Cy Braum, chief, FM Broadcast Division, FCC; Royal V. Howard, Neal McNaughten, Charles A. Batson, Harold Fair, Ben Miller, NAB.

QUINONES

Hits Government Inroads In Puerto Rico Radio

THE PRECEDENT of a government-owned and operated commercial station is being established in Puerto Rico now, U. S. broadcasters were warned last Thursday by Jose Ramon Quinones, president of WAPA San Juan, P. R., in a Puerto Rico Day address before the Radio Executives Club of New York.

★

He said he came before American broadcasters to plead his case, which, he asserted, involved unfair competition by government against business. He further warned that if a government-owned commercial station could happen in Puerto Rico, an American territory, it could happen here in any state.

He traced the establishment of the government-owned AM station in San Juan and of two FM stations, all licensed by FCC to the Island's Communications Authority. He said the 10-kw AM station was not, for the time being selling time, but was permitted to do so.

Its existence, with this right to sell time, was a threat to Island broadcasters and ultimately to U. S. stations, he indicated. He said it was built with taxpayers' money, some of which was paid by private radio stations, and was permitted to operate under these conditions which were unfair to private broadcasters.

1. The government station is excluded from the 19.8% internal revenue tax on radio or electrical equipment imposed on privately-owned stations.

2. Non-resident artists on the government station must pay 12% income tax but on private stations 29%.

3. Government-owned stations pay no income tax, but privately-owned stations do.

4. Government-owned stations pay no interest on debts.

5. Government advertising expenditures will now go to the government station to the hurt of private radio.

Mr. Quinones then said:

"I want to call your attention today, that if this situation is allowed to develop in an American territory where American citizens live, where American law prevails, and a precedent is definitely set, how can there be objection to any state government constructing or owning one, two, ten or fifty radio stations in their respective states and operating commercially in competition with the rest of the stations owned by private persons or entities in said state? If this precedent is permitted and accepted, why should the federal government not own or control two, ten or fifty stations in different parts of this nation, with 50 or 100,000 watts power and operating on commercial basis to compete with the nation's private broadcasters?"

Thomas Muniz, president of the Puerto Rico Broadcasters Association, also spoke. He was presented with the original of the proclamation opening Puerto Rico ports to world trade in 1815 by Carl Haverlin, president of the Radio Executives Club. Mr. Haverlin greeted the Puerto Rican visitors in their native tongue.

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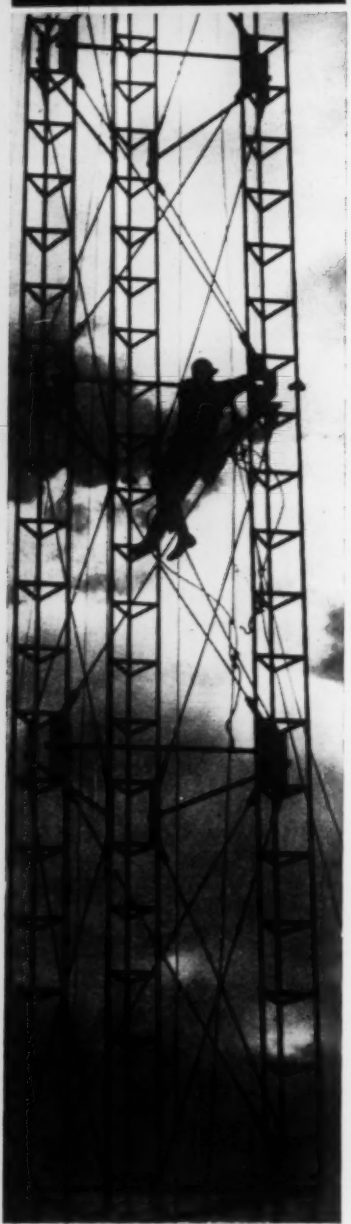

Erection detail of 490' AM-FM-TV tower for WAZL, Hazleton, Pennsylvania.

STAINLESS, INC.
50 CHURCH STREET.
N. Y. C.
PLANT: NORTH WALES PA.

Senate

(Continued from page 23)

each. The general counsel, chief accountant and chief engineer would be directly under the Commission.

The report sounded a "note of caution" with respect to the proposal, in connection with the panel system which FCC is considering, that the chairman devote himself to administrative duties and serve on no panel. The chairman, said the report, "is the responsible head of the agency and it cannot, by its own rules, lift from him the responsibility that the law lays upon him."

Creation of an FCC "legal review board" apart from the law bureau and assigned solely to aid the Commission in reviewing proposed decisions and writing final decisions also was recommended. This, the subcommittee felt, would obviate "many" criticisms of FCC.

Blaming FCC's administrative faults basically upon "an archaic and clumsy organization of its administrative machinery," the report said:

"We are aware that the Commission, even today, frequently ignores and by-passes its own rules in arriving at decisions; that it continues the extra-legal conduct of judicial law-making which is repugnant to sound regulation; and that on occasion it arrogates to itself powers and authority which we fail to perceive in the basic Act."

Would Offset Criticism

The subcommittee felt "an internal reorganization" could eliminate or modify "a great deal of the very valid criticism made against the Commission." But of the panel system of organization it said:

We must observe that the panel system has its weaknesses. We believe it is one of the axioms of judicial procedure that the body created to render decisions is expected to render those decisions as a whole. Litigants have a right to expect that a decision which may vitally affect them has been passed upon by the entire Commission created to make such adjudications.

Many Members of Congress feel, and we believe rightly, that creation of a panel system may result in bypassing of the Commission as a whole with contested decisions being left to three Commissioners, which could mean under certain circumstances that one Commissioner finally decides the issue. On the other hand, we are aware that the Commission must find a method of speeding up its work and reducing the current backlog of cases, which we are informed represents as much as 15 months' work.

The subcommittee felt that contested cases in particular need the attention of the full Commission. It suggested that such a case might be assigned to a committee or group of Commissioners to write the final decision, but with "the fullest consideration" by all members. In uncontested cases the subcommittee's decision "would naturally become the final decision of the whole Commission unless objected to by the majority."

With respect to its proposal for cease-and-desist orders, the subcommittee pointed out that the law now provides the same penalty—revocation—for all types of violation. "Obviously," the report said, "the Commission would be reluctant to revoke a license for a minor offense and therefore minor offenses may be committed almost with impunity." The report continued:

Your subcommittee recommends, therefore, the enactment of a section which would authorize the issuance of cease-and-desist orders for less serious violations. The revocation penalty would remain in effect for two classes of violations: (1) For cases in which the Commission learns of facts or conditions after the granting of a license which would have warranted it to refuse a license originally had it known those facts; (2) for violation of a cease-and-desist order. Both the revocation and cease-and-desist procedure would remain, of course, subject to judicial appeal.

The fraud statute recommended by the subcommittee would be designed primarily to plug a loophole. In most cases, the report noted, licensees are victims rather than perpetrators of fraud schemes using radio, so that there is no basis for proceeding against them. Consequently, the perpetrators can't be reached by present law unless their schemes also employ the mails.

Doubt FCC's Authority

Messrs. Tobey and McFarland held that "in the absence of affirmative legislation authorizing power in excess of 50,000 w, we doubt the Commission's legal authority to grant power in excess of 50,000 w." This belief stemmed from the so-called Wheeler Resolution of 1938, which held it to be the sense of the Senate that no station should use more than 50 kw power.

The subcommittee took the Commission to task for not having continued "the policy it began years ago of duplicating so-called clear channels in the interest of better use of scarce radio frequencies."

Text of the subcommittee's recommendations on the clear-channel and high-power question, on the outcome of which depends the fate of the clear-channel stations and their bid for power in the 500-750 kw range:

(a) That since the question of increasing power for operation of AM radio stations above the present limit of 50,000 w involves a basic, fundamental policy of the highest national importance concerned with the economic and political health of the U. S., it is a question which can legally be determined only by the Congress through the enactment of legislation (the Commission obviously has reversed its interpretation of the law and has abandoned its own precedents of duplicating clear channels); that such legislation should not be considered until after the North American Regional Broadcasting Conference is held; thereafter the Commission be invited to make recommendations for such legislative changes as it deems advisable with respect to these matters;

(b) That if it is deemed essential to circulate this country's views on the clear-channel superpower question among the other signatories to the NARBA prior to said Conference, the U. S. should declare that since the Congress has never authorized operation of domestic AM radio stations with power in excess of 50,000 w in this country, the U. S. will advocate such 50,000 w power limitation for all signatories (with each signatory having the authority to prescribe such use of its own clear channels as best serves its own listeners and the country's public interest but no signatory shall share or duplicate the clear channels heretofore assigned to any other signatory); and

(c) That the FCC be promptly advised of these recommendations.

The subcommittee said "we reject completely the argument that the FCC should render a decision forthwith in the clear-channel case

FCC's PANELS

Report Doubts Legality

THE TOBEY-McFARLAND communications report to the Senate Interstate Commerce Commission (see story, page 23) sent observers scurrying to look up the Communications Act when it discussed the legal authority for establishment of the panel system which FCC has been considering [BROADCASTING, Jan. 10].

The report held that "adoption of the panel system without enactment of legislation specifically dealing with the subject is not contemplated by the existing law, which contemplates that all decisions must be made by the whole Commission."

Here, in part, is what Sec. 5 of the Communications Act provides with respect to the division system:

The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members . . . Each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations . . .

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that U. S. policy on this question would be established for the purpose of informing the other countries now of what our position is to be at the forthcoming Conference. It would be a new departure in Government, in our experience, for a regulatory agency decision involving private litigants to become binding as formulating what this country's policy should be in an international treaty."

Messrs. Tobey and McFarland said they knew that a number of other NARBA nations "do not look with favor" on U. S. use of 500 to 750 kw. The U. S., they added, should oppose "excessive power" in other countries, "for our own good." They noted that "such high-power operation in Mexico at the present time already provides serious interference with stations ranging from Florida to California."

The subcommittee said it was aware of contentions that the clear-channel case involves engineering questions which should be left to the FCC. "We reject that contention as unrealistic, bureaucratic, and not in accord with the formulation of the Communications Act and the legal precedents thereunder," they declared. They regarded the issue as a policy matter of national importance which should be decided by Congress.

The report said:

We deem it essential to point out here that the most effective and available means of bringing additional AM radio service to . . . underserved areas is to duplicate in those areas the present clear-channel stations. There is no sound reason, either from an engineering or policy standpoint, why the same channel now occupied by a New York or Chicago or Louisville station could not also be assigned to a station located in Texas, or Arizona, or Utah, or Colorado, or Idaho, or eastern Washington to provide additional radio service to those areas.

. . . In fact, we suggest that under the Communications Act, the Commission has a duty under the fair-and-equitable-distribution-of-facilities section to make a better and fairer assignment of frequencies than now exists; we do not believe that exclusive use of a frequency by a single licensee is in accord with the clear meaning of the law.

The report harked back to Sen. Tobey's probe of FM progress in hearings succeeding those on the 1948 Johnson Bill.

Obviously referring to FM Inventor Edwin H. Armstrong's fight with FCC over its reallocation of FM, the report accused the Commission of sometimes being "overawed and too much impressed" by the engineering views of representatives of "major commercial interests in the industry."

The report continued:

. . . We earnestly recommend that this committee continue its investigation into this phase of Commission and industry operations with the purpose of a complete exploration of every influence that has been exerted to bring about various decisions.

We recommend this course because only by such pitiless exposures can we hope to make certain that yet-to-be-made decisions of the greatest and most paramount importance to the American people in the field of electronics generally and radio television specifically will be really in the general public interest and not for the benefit of vested interests.

The subcommittee upheld FCC against charges of censorship through program review, declaring:

"To us it appears ridiculous to hold that a person operating under a federal license shall not be answerable to a constituted authority for his performance under that license . . . In view of the repeated court decisions which confirm our interpretation of the Act, we see no need for and recommend no legislative changes in the Act in this respect."

BASEBALL RATE

Revision Sought by WU

NEW RATES permitting subscribers to sell Western Union's direct-wire baseball play-by-play service to other stations are being prepared by Western Union for filing with FCC.

The proposed new charges were disclosed by the company last week in the release of a telegram answering protests raised by Edward Breen, president and general manager of KVFD and KFMY (FM) Fort Dodge, Iowa.

Mr. Breen, also NAB board member for small stations, had wired FCC and Western Union that he understood the rates were to be raised for subscribers to the direct-wire service if they feed re-creations of games to associated stations. He said this would "result in death of many small baseball networks including one of which I am president."

Western Union Vice President W. S. Fowler replied that the present contracts "include the condition that the service is furnished to individual subscribers who may not sell or give away the reports to others.

"In order to permit dissemination of the service to others a new tariff is being prepared for filing which will give radio stations subscribing to the service the privilege of selling it to other stations in the same network," Mr. Fowler continued.

The new rates, in addition to the present charge to the "control" station, will be $5 each for the first five additional stations, $2.50 each for the next five, and $1.50 each station over 11 in any network, WU reported.

Capitol Hill

(Continued from page 29)

Commissioners from $10,000 to $17,500 per annum.

Quick subcommittee approval of the measure was expected with possible full committee action by tomorrow (Feb. 1). It may reach the Senate floor by Feb. 3.

No hearings on this legislative proposal were scheduled last week by the House Post Office and Civil Service Committee, which has a similar bill before it.

During an organizational meeting Jan. 25, the House Interstate and Foreign Commerce Committee agreed to the establishment of subcommittees.

Formation of a communications subcommittee reportedly was not authorized but the possibility of its creation at a later date has not been dismissed.

A seven-month extension of the voluntary allocation program under which scarce materials are rationed among industrial users was unanimously approved Jan. 26 by the Senate Banking and Currency Committee. A companion measure was favorably reported Jan. 27 by the House Banking Committee.

Census Bill

A second bill (HR-1688) seeking inclusion of a housing census in the 1950 decennial census was introduced Jan. 20 by Rep. George P. Miller (D-Calif.).

In this measure and in a similar one (HR-1215) introduced by Rep. John E. Fogarty (D-R. I.) [BROADCASTING, Jan. 24], lies the only hope for a radio census question in 1950.

Both measures have been assigned to the House Post Office and Civil Service Committee.

A companion census measure (S-688) was introduced Jan. 27 in the Senate by Rep. O'Conor. It was referred to the Senate Post Office and Civil Service Committee.

Rep. Robert Crosser (D-Ohio) introduced a measure (HR-1711) Jan. 24 to provide for the dissemination of technological, scientific and engineering information to American business and industry.

Congressman Crosser's proposal is designed to clarify and define the functions and responsibilities of the Department of Commerce as a central clearinghouse for such data.

Tax Repeal Measures

Additional agitation for repeal of taxes on telegraph, radio and cable services was evidenced last week.

Rep. Wesley A. D'Ewart (R-Mont.) introduced a measure (HR-1893) Jan. 27 to repeal the wartime increases on these taxes. A similar measure was offered in the House that day by Rep. James I. Dolliver (R-Iowa).

Previously two other measures for outright repeal of the taxes were presented to the 81st Congress.

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YEARBOOK Special

Johnson Prods

(Continued from page 22)

self on record as being "firmly and unequivocally opposed to this or any other compromise on this question."

Transmittal to Congress of the view that "the overwhelming majority of the radio stations in this country oppose superpower and clear channel operation" failed, he said.

They failed, also, in bringing the issue "home to the people in your own communities and states," according to the legislator.

There is a place for AM radio and the clear channel fight should not be abandoned in view of the apparent proximity of mass television, Sen. Johnson told the broadcasters. He said:

I also understand that some of the independent broadcasters believe that this fight doesn't make much difference since television is going to destroy all of you anyway. Don't you believe it! None of the clear channels is planning on suspending because of television. If there is a place for them, there is a place for you. Television is a great development; people like it and it is bound to grow. But it will be many, many years before a television program will be available in every town and hamlet and farm and ranch house in this country. For years there will be room for radio, as we know it today. But conceding that television is the coming thing, isn't it clear that if you quit now you will have taken a big step toward barring yourselves from television as it improves and expands. The defeatist viewpoint echoed by some of the independent broadcasters is exactly the viewpoint that the big stations and networks want you to have. They want you to quietly fold up your AM and FM operations so that when they are ready, they, and only they, will be in a position to take over television.

. . . The most equitable and stabilizing thing that could be done for the radio industry in this period of conversion from aural radio to a combination of aural and video is to assure AM and FM licensees that they will not be denied the opportunity to get in on the ground floor when additional video channels are made available by new scientific development already well past the initial stage.

The issue of higher power and clear channels was labelled "the most important issue in AM radio today" by Sen. Johnson. He said:

It is important to broadcasters from an economic standpoint. If and when 24 stations in this country are authorized to operate with 750,000 watts of power, 2,000 stations are going to wither on the vine . . . . I regard this glaring situation as alarming not only because the radio tail will wag the radio dog but because super power means domination of the air waves—domination of programming—domination by a few powerful corporations of what the citizens of America must hear. There will be no middle class of broadcasters. Either radio will be big and powerful or small and strictly local. Super power plus clear channels plus four networks plus a slower momentum in business spell disaster to your group.

The question of upped power and clear channels, Sen. Johnson maintained, can be properly settled only by the Congress and "not by the quasi-judicial arm, the FCC, which Congress created to administer radio policies and radio law."

On this matter, Sen. Johnson held:

. . . when three vital sections of the law are considered together—the public interest section, the section which requires competition in radio broadcasting, and the equitable allocation of frequencies section—the Commission does not have the legal right under the law to make a decision granting power above 50,000 watts. I make this statement fully realizing that the Commission is given the power under Section 303. I insist the Commission was correct, and that it was functioning in accordance with the law when for years it followed the principle of duplicating clear channels. I assert that the Commission has reversed itself on the policy of duplicating clear channels and that should it grant any power in excess of 50,000 watts it would act without due regard for the welfare of the listening public. To the contrary it would be acting in the interests of special privilege and monopoly and in violation of the clear intent of the law.

Sen. Johnson told the anti-clear band that his position was "strongly fortified" by a report of a communications subcommittee of the Senate Interstate and Foreign Commerce Committee (see separate story, page 23.)

Informed that a clear channel decision was forthcoming from the Commission a few weeks ago, Sen. Johnson discussed the matter with Chairman Wayne Coy.

At that time, Sen. Johnson explained "I made clear to him that I would regard it as unfortunate if the Commission were to render a decision prior to the North American Regional Broadcast Conference, scheduled for next fall."

Sen. Johnson insists that the Commission "cannot and must not commit the United States to a policy affecting all of North America" a few months prior to the September NARBA conference in Canada.

No Interference

It was the contention of the legislator that "this country's position at the approaching NARBA conference should be that no AM radio station in any North American country be operated with more than 50,000 watts of power to the end that we do not interfere with them and they do not interfere with us, as is the case today with Mexican and Cuban stations."

The Commission should recommend to Congress whatever legislation is needed if basic legislation is needed after the NARBA agreement to implement the principles agreed upon then.

Giveaways

(Continued from page 26)

questioned whether a 20-Hoopered giveaway would sell as much as a 14-Hooper (which, by peculiar coincidence is the *Take It or Leave It* rating) show having a warm, personal relationship between audience and performers.

Even if a giveaway show does result in satisfactory sales, Mr. Moore said, it can at best only be a short-term vehicle, stopping when the giveaway fad ends, as he believes it will.

"So, the sponsor who has placed his money on this type of show may find, when the cycle ends, the need of finding something entirely new by the costly trial and error method," he said.

He felt that the Jack Benny type of show, the comedy-tunes-girls vehicle, while taking longer to build a loyal audience, will always be a sponsor's cheapest, best, long-run selling vehicle if the sponsor can make the initial investment.

Code vs. FCC

(Continued from page 40)

arbitrary or extreme measures designed to enforce the standards might very well wreck NAB itself and thus destroy the organization which is now engaged in the process of education, looking toward understanding, compliance and implementation of the standards."

He noted that in the medical and law professions "much work has been done to secure self regulation and thus convince people that there is little need for governmental discipline to control them."

'Hands Off'

Asked his opinions as to the use by FCC of the standards when stations are applying for license renewals, Judge Miller expressed the "hope" that FCC will "keep its hands strictly off the standards and make no reference whatever to them in any of its proceedings—either in support of its decisions or in derogation of the wisdom of the standards."

"In my personal opinion, the comments of my old friend Charles Denny, then chairman of FCC, at the 1947 Atlantic City NAB Convention, to the effect that FCC would use the standards for this purpose, was one of the most unwise statements that has ever been made by a representative of the FCC. It failed completely to take account of the difference, in purpose, of penal sanctions, governmentally applied, and of professional standards, self-imposed. It will be my endeavor to persuade the chairman of the FCC and the several members of the Commission to give us an opportunity to make our standards effective, rather than to create distrust and resentment against them by governmental interference."

EDWARD R. MURROW, CBS commentator, has been appointed chairman of the committee soliciting funds in the New York radio field for Salvation Army's 1949 appeal.

SALE APPROVAL

Given Four Stations

CONSENT was granted by FCC last week to sale of KBST Big Spring, Tex., for $265,000 by Big Spring Herald Broadcasting Co. to new firm which includes individuals associated with that organization.

Approval also was given to partial change in ownership of KUGN-AM-FM Eugene, Ore., and to assignment of license of KFXD-AM-FM Nampa, Ida., from Frank E. Hurt and son, a partnership, to new corporation of same ownership.

Purchaser of KBST is Big Spring Broadcasting Co., whose ownership includes: William J. Wallace, KBST general manager for five years, president and 40% owner; Howard Barrett, manager and 8% owner of KRBC Abilene, Tex., and 10% owner of Big Spring Herald Broadcasting, vice president 20%; Lewis O. Seibert, manager and 10% owner KGKL San Angelo, Tex., secretary-treasurer 20%, and R. H. Whipkey, publisher of the *Big Spring Herald* for past five years, director 20%. Mr Whipkey held 1.33% in the KBST license and 1% interest in the *Herald*. Mr. Seibert also is 25% owner of WEAR Pensacola, Fla., and KELP El Paso, Tex.

Principals in Big Spring Herald Broadcasting include: Houston Harte, 232 of total 750 shares; Isabel Harte, 63 shares; M. B. Hanks, 232 shares; Eva Mae Hanks, 63 shares; Bonnie Davis, 75 shares (10%). Group is identified in ownership of the *Herald*. KBST is assigned 250 w on 1490 kc.

KUGN was granted assignment from C. H. Fisher and B. N. Phillips d/b as Valley Broadcasting Co. to KUGN Inc., new firm owned by Mr. Fisher and two new stockholders. Mr. Phillips sells his 50% interest for $50,000 to Otley E. Berke, KUGN Inc. vice president, and Pete R. Burke, secretary. The Berkes each hold one-third interest in Berke Bros. Construction Co., Portland. KUGN is assigned 250 w on 1400 kc.

KFXD is assigned 1 kw day, 500 w night, on 920 kc.

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EMMY VIDEO AWARDS

Presentation Telecast by KTSL Los Angeles

HOLLYWOOD has long known its Oscars but last week was introduced to Emmy awards developed by the Academy of Television Arts & Sciences. A day of seminar sessions was capped by an award banquet attended by 700 people. Four Emmys and two other special awards were presented Tuesday night at the Hollywood Athletic Club.

For the station award representing "overall achievement in 1948" Paramount's KTLA received a plaque. It was presented to Klaus Landsberg, West Coast director of Paramount Television.

The technical Emmy went to Charles Mesak of Don Lee's KTSL for "outstanding advancement" in the development of the phase fader which permits change of white on black to black on white in use of title cards.

"Outstanding personality of the year" Emmy went to Shirley Dinsdale for her voice and partner dummy, "Judy Splinters," which has been seen in Los Angeles over KTLA. Program is scheduled to shift to KNBH shortly.

Top film produced for television was "The Necklace," which is one of series, *Your Show Time*, produced for the American Tobacco Co. by Grant-Realm Productions.

Honored as "most popular television program" was Mike Stokey's *Pantomime Quiz*, also aired over KTLA.

Special award for KTSL ballet series of television half-hours was presented to Lewis Allen Weiss, MBS board chairman, and Don Lee president, on behalf of station. Presentation ceremonies were telecast by KTSL, with Walter O'Keefe as m.c.

'AXIS SALLY'

Treason Trial Opens in D. C.

THE trial of Mildred Gillars, alias "Axis Sally," charged by the U.S. with having broadcast official German propaganda during the war, got underway last week as Government prosecutors and the defense paraded more than a score of witnesses before the Federal Court jury.

If convicted, Miss Gillars faces a possible maximum penalty of death or the minimum sentence of five years' imprisonment and a $10,000 fine. Under law, two witnesses to each overt act are required to prove treason.

Defense attorneys maintained that Miss Gillars was under the hypnotic influence of a Nazi professor and broadcaster. Last Thursday, testifying at her own trial, the defendant claimed the U. S. Government had illegally seized seven original "Axis Sally" records from her Berlin apartment. Judge Edward Curran ruled, however, that the Government's action was legal. The records were introduced in court as evidence.

FCC FORM

Revised for Estimates

REVISED form for summary estimates of broadcast revenues and expenses for preceeding year was adopted by FCC last week with first report (1948) due to be filed with the Commission March 1. Proposal to incorporate data on expenses had been reported in late December [BROADCASTING, Dec. 27, 1948].

Inclusion of expenses was ordered by the Commission in recognition of "the rapid upward movement of broadcast expenses during recent years" and in order to provide "a more accurate appraisal of the broadcast industry's financial experience." AM, FM, TV and international stations are covered.

The final forms "incorporate" comments made upon the proposed forms by Westinghouse Radio Stations, ABC and a group of 75 stations, FCC said.

To provide for the new forms, the Commission amended Part I of its rules and regulations to require the submission of estimates of expenses as well as revenues, in the annual FCC Form 324A, ordinarily due Feb. 1.

WIKH GIVEN CP

4 FMs Get Facility Grants

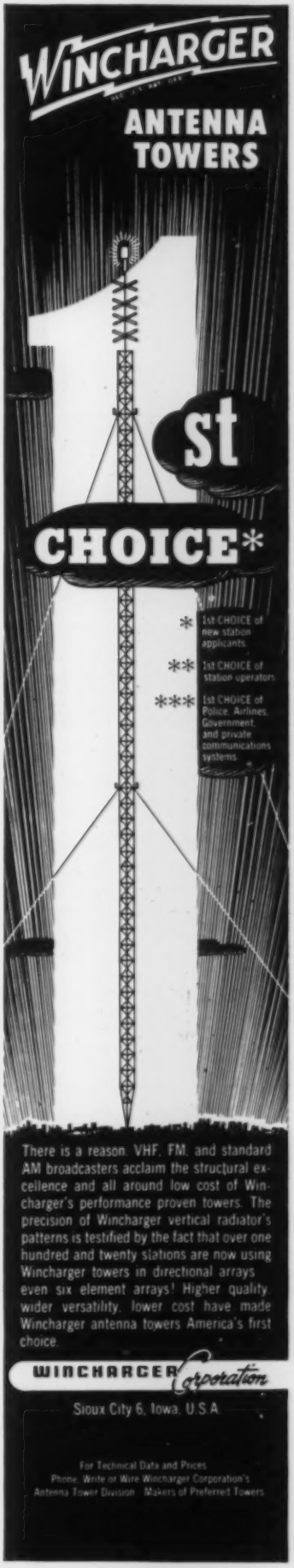
CONSTRUCTION PERMIT was granted by FCC last week for new Class A FM station to WIKH Shaker Heights, Ohio, previously conditionally granted FM outlet. Four other FM stations were given CPs covering new facilities.

WIKH, owned by Science Education Foundation Inc., received CP for Channel 261 (100.1 mc) with effective radiated power of 640 w and antenna height above average terrain of 300 ft.

WAYS-FM Charlotte, N. C., was granted CP to change ERP from 20 kw to 7.7 kw and antenna height from 435 ft. to 415 ft. WBGE-FM Atlanta received CP to switch from ERP 20 kw to 14.5 kw and antenna 330 ft. to 410 ft. KVOL-FM Lafayette, La., was authorized to switch from 14 to 15 kw ERP and KGLO-FM Mason City, Iowa, was granted power change from ERP 260 kw to 16 kw and reduce antenna from 920 ft. to 230 ft.

Van Car Firm

VAN CAR Productions, a new television package company, has been formed from the television department of Van Diver & Carlyle Inc., New York advertising agency.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WNOE GRANT

50 kw Day, 5 kw Night Given by FCC

FINAL DECISION granting WNOE New Orleans' application for 50 kw day and 5 kw directional at night on 1060 kc in lieu of its present 250 w operation on 1450 kc was issued by FCC last Wednesday on a 4-2 vote.

The decision, effectuating the Commission's proposed disposition of the case [BROADCASTING, Sept. 20, 1948], denied the competing application of Deep South Broadcasting Corp., which was seeking the same facilities for a new station in New Orleans.

WNOE is owned by former Gov. James A. Noe, who also owns KNOE Monroe, La., which has a grant for 5 kw, and a half interest in 250 w KOTN Pine Bluff, Ark. Deep South is controlled (80%) by John D. Ewing, a trustee and 25% owner of the Robert Ewing Estate which owns KWKH Shreveport, a 50 kw 1-B outlet, and 80% of 1-B KTHS Hot Springs, now operating with 10 kw. The Robert Ewing Estate also owns the Shreveport *Times* and the Monroe *World* and *News-Star*.

The Commission majority held that Deep South's program proposals were "less definite" than WNOE's, and that WNOE, in the absence of compelling reasons to the contrary, should have an opportunity to improve its facilities.

Citing the relative communications interests of Messrs. Noe and Ewing, the majority also felt a grant to WNOE would "result in a greater diversification of control of media of mass communications." Comr. Robert F. Jones, however, felt this point was "unnecessary to a determination in this proceeding."

Chairman Wayne Coy voted for Deep South, contending "the superior program proposals of Deep South and the record of WNOE's operation . . . outweigh the factors upon which the majority bases its decision."

Hennock Vote

Comr. Frieda B. Hennock voted for further hearing.

The majority was composed of Comrs. Paul A. Walker, Rosel H. Hyde, E. M. Webster, and Jones. Comr. George E. Sterling did not participate.

WNOE, a Mutual affiliate, is under the general managership of James E. Gordon, who also is an advisor in the operation of KNOE.

The FCC majority recognized that "the number of commercial spot announcements broadcast by WNOE in the past has been in excess of the number which we consider should be broadcast in a well balanced schedule." But, they said, "this practice . . . would be corrected by the proposal of Mr. Noe in the future . . . to limit the number of commercial spot announcements."

The Commission said its grant to WNOE was not meant to imply approval of a contract, entered when Mr. Noe bought the station from Coliseum Place Baptist Church in 1936, whereby WNOE is to carry church services from 11 to 12 o'clock every Sunday for 99 years from 1941. Such time-reservation contracts are permitted now, under a new FCC rule, only if modified to meet certain Commission requirements including termination by Feb. 15, 1964 [BROADCASTING, Jan. 10].

In the Deep South company, Mr. Ewing is associated with Clarke Salmon, 20% owner and president. Mr. Salmon has had 23 years' newspaper work in New Orleans and now is active head and 75% owner of the George Banerlein Adv. Agency.

VIDEO SOCIETY

Vallee to Speak at Forum

RUDY VALLEE, appearing not as an entertainer but as president of the television program firm of Vallee-Video, and secretary of Producers Television Assn. of Hollywood, will discuss the Hollywood approach to the production of films for television tomorrow night (Feb. 1) during a film forum to be held by American Television Society at the Museum of Modern Art, New York.

Other speakers on the panel program will be: George Bonwick, president, Pathe-Pictorial Films, speaking on the rental of films for TV; Paul Alley, director, *NBC Newsreel*, discussing video news films; Howard Bailey, assistant managing editor, *Washington Evening Star*, owner of WMAL-TV, on operation of a newspaper owned by TV station.

Emerson Yorke, independent video producer, secretary of ATS and chairman of its film committee, will preside. Session will open at 8 p.m. with a showing of one of the new American Tobacco Co. film series. Admission is $1.

THREE-SPEED automatic phonograph which plays records at 33 1/3, 45 and 78 rpm, is introduced in Chicago by Scott Radio Labs Inc. Pickup arm at left plays two slower speeds, while conventional 78 rpm takes pickup at right-hand side.

WLW REALIGNS

Sales Personnel Shifted

TRANSFERS in WLW Cincinnati's sales department personnel involving the station's New York, Chicago and home offices, were announced last Wednesday by R. E. Dunville, vice president and general manager of Crosley Broadcasting Corp. The moves will take place within the next few weeks.

Andrew Niedenthal, of the Chicago sales branch, will transfer to the Cincinnati office where he will assume special duties in the field of program sales development. He will work under the supervision of Harry Mason Smith, vice president and general sales manager. Stuart Lewis, previously with WLW's merchandising department, will replace Mr. Niedenthal in Chicago. Moves were necessitated by an increasing number of network originations in Cincinnati, Mr. Dunville said.

The Crosley official also announced the addition of Warren Morton, previously with The Branham Co., to the New York sales staff, and transfer of Neil Smith from television sales to WLW sales in the Cincinnati office.

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Respects

(Continued from page 38)

city field, the McCarthy fortune has been on the rise. He discovered Chocolate Bayou field and the South Stowell area; brought in Winnie, one of the major producing areas in Texas; and discovered Blue Lake, Anchor, and Bailey's Prairie, Lovell's Lake and Coletto Creek, all signal names in the oil history of Texas.

After wildcatting in a few of these fields and making several million dollars, Mr. McCarthy turned his Midas touch to other activities. At present—and the figure may grow at any time—he is active head of 16 important corporations.

As a by product of his activities in the oil business, Mr. McCarthy has played a leading part in the development of natural gas resources in the Gulf Coast area. Ten years ago he pioneered in the selling of low cost gas in the Beaumont-Port Arthur-Orange region. With the availability of low cost fuel, the tremendous industrial growth of the area is in part a tribute to his foresight.

Today his oil and gas interests are among the most highly coordinated of any independent operator. By taking advantage of all phases of the business, his operations now include exploration, drilling, production, manufacture, transmission and sales.

He, also, has built a plant to produce chemicals from residue gas from the absorption plant. Residue gas from both plants is transmitted and sold by Mr. McCarthy's company to industrial, commercial and domestic users for fuel.

To provide many of his steel materials in the field, Mr. McCarthy recently purchased the Detroit Tube and Steel Co. The large mill is located in Detroit and formerly operated as the Sharon Steel Corp. Co-purchaser in this new line of endeavor was International Rolling Mill Products Co. of Chicago. The organization is now operating as the McCarthy-International Tube Corp.

With completion of the purchase of KXYZ last summer from Harris County Broadcasting Co. for a reported $875,000, Mr. McCarthy made plans to move the station from its present location in the Gulf Bldg. to his McCarthy Center. Television facilities for the station which are now on the drawing board—the application is cooling in the FCC's deep freeze—will also be included in the new location. Shamrock Broadcasting Co., the name under which Mr. McCarthy operates his radio interests, has applied for Channel 7 at Houston.

The Shamrock Hotel, a $12 million structure which forms the focal point of the $18 million McCarthy Center, will be opened St. Patrick's Day, March 17. It is one of the few hotels to be built since the war. The 1,100 room structure forms an impressive tribute to Mr. McCarthy's real estate activity in Houston.

A royal send-off is planned for the hotel with a large roster of stage, screen and radio stars lined up for the event. Don McNeill will originate his ABC *Breakfast Club* from Houston that day and Lou Costello is planning to bring his *Kid's Show*. Screen stars Dorothy Lamour, Hugh Herbert, Walter Brennan, Alan Hale and Pat O'Brien are among the Hollywood contingent who will be in attendance. Earl Wilson, Broadway columnist, also plans to attend with other notable representatives of the press.

In addition to the KXYZ facilities and the hotel, McCarthy Center includes a Post Office, exhibition hall and large garage. Original plans had called for a number of small specialty shops along the hotel's approach. This idea, however, has been discarded in favor of landscaping for the area.

An Eye to Video

In another field of endeavor, and possibly with an eye to his contemplated television interests, Mr. McCarthy now heads his own motion picture producing organization. Operating in Hollywood as Glenn McCarthy Productions, the firm expects to release its first offering, "The Green Promise," within a short time.

Despite the delay in establishment of his own video outlet, Mr. McCarthy has already demonstrated his interest and resourcefulness in the field.

With three planes entered in the 2,500 mile Bendix Air Race last year, Mr. McCarthy was interested in getting video coverage of both the start and finsh of the air classic the night of the race.

To accomplish this purpose he had cameramen shoot necessary background material before the race. Then, as the first plane, with a McCarthy pilot took off from Long Beach, the cameras covered the scene. The film was taken out of the camera and put aboard the second McCarthy plane, which was in turn photographed as it started the race. This film then went east with the third plane of Mr. McCarthy's.

Cameramen at the Cleveland finish line recorded the end of the speed dash. When the winner landed he had films of the start of the race. The films were made available to CBS and were shown almost as soon as the winner was announced. Prints were air mailed back to California and shown the next day.

In this race the McCarthy entries took first, second and fourth places.

The year before, in the Bendix Races, the McCarthy entry, the Shamrock, won widespread publicity when it was christened by Lynn McClain, the "Miss Texas" of that year.

Eighteen months ago Mr. McCarthy entered the publishing business with the purchase of Houston's largest weekly, *The Citizen*. Today this business venture has been expanded so that from the improved printing plant he publishes 14 weeklies, covering every section of the city and its immediate suburbs.

During the elections last year, coverage of Houston public affairs reached a new high when *The Citizen* and KXYZ combined to report the returns. During primary, city, run-off and general elections, the team exerted every effort to bring fast returns to the radio audience.

Aviation is not only a hobby with Mr. McCarthy—he is director of Eastern Airlines and the National Aeronautic Assn. In addition he has several planes of his own and flies almost every place on business. Mr. McCarthy also is a leader in the movement to provide adequate airport facilities for Houston.

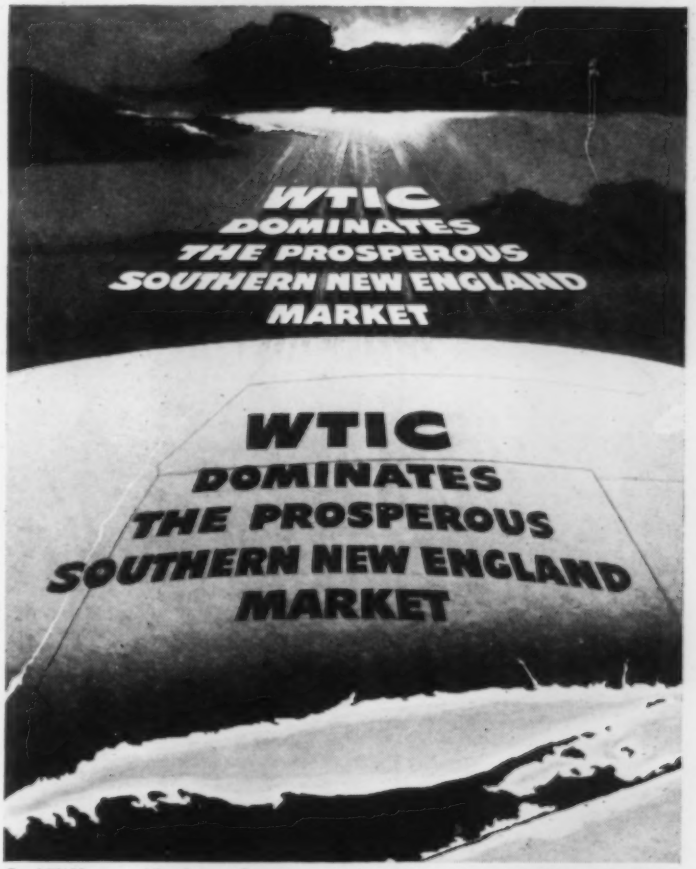
A Civic Leader

As a civic leader, he is a director of the Houston Anti-Tuberculosis League, a trustee of the Methodist Hospital and has served on the executive committee of the Sister Kenny Foundation. Mr. McCarthy is active in Masonic charities and the Community Chest. He is a member of the Houston Chamber of Commerce and several independent oil men's associations.

Mr. McCarthy has been a leader in the fight against the Anglo-American oil treaty and has constantly opposed price fixing and other governmental control in the oil business. He is a strong advocate of hemispheric development as an international security measure for the Americas.

Mr. McCarthy is married to the former Faustine Lee and is the father of four daughters and a son. Their home is located in the Braeswood addition of Houston.

When not actively engaged in the management of his other interests, Mr. McCarthy likes to spend as many weekends as possible relaxing on his 15,000 acre ranch in Uvalde and Real counties.



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

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NBC AFFILIATE
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1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
BON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

NBC SPAC POSTS

Campbell, Essex Are Named

MARTIN B. CAMPBELL, general manager of WFAA Dallas, was elected chairman of NBC Stations Planning and Advisory Committee at the opening session Monday of a two-day meeting in New York. He succeeded Paul W. Morency, vice president and general manager, WTIC Hartford.

Harold Esex, vice president of WSJS Winston-Salem, was named secretary.

Other SPAC members, all welcomed by Niles Trammell, NBC president, are: Harry Bannister, general manager, WWJ Detroit; Walter J. Damm, vice president and general manager of radio for the Journal Co., Milwaukee; Ed Yocum, general manager of KGHL Billings, Mont.; Harold C. Burke, general manager, WBAL Baltimore; John M. Outler Jr., general manager, WSB Atlanta; Clair R. McCullough, WGAL Lancaster, Pa.; Wiley P. Harris, director, WJDX Jackson, Miss., and Ewing C. Kelley, general manager, KCRA Sacramento.

EIGHT seminar students at Montana State U's School of Journalism studied radio propaganda first hand, when they made tape recordings of political speeches and newscasts with their own analysis and interpretation. The finished product was played to other students as an "oral" report.

Mr. Campbell

Mr. Essex

BMB

(Continued from page 27)

from poor programming. The task is complicated by the subjective nature of the problem. A signal may not be good enough to bring the listener a symphony concert with acceptable clarity but yet not too weak for him to hear a comedy program well enough to listen throughout. Signal may be too poor for a run-of-the-mill program to be listened to, yet strong enough for a favorite program which the listener will go to extra effort to hear. Also, a signal which a listener in one part of the country might find unsatisfactory may be considered all right by listeners elsewhere where they have never had anything better.

Analysis of the pilot studies of average daily audience and a comparison of these figures with the average weekly audience data is not yet completed. Preliminary data indicate, however, that the average daily audience measurement is much more sensitive than the weekly measurement and that it shows a greater variance between competing stations than the weekly figures do.

Beneficial Results

If, as it is hoped they will, the average daily audience figures provide a better picture of the way in which American listeners divide their listening time between low power, local stations and high power, clear channel stations some distance away, the results should be beneficial to broadcasters, advertisers and agencies alike by giving them more accurate, more usable information.

The decision to permit "restricted" use by BMB subscribers of data revealed by the BMB study about the non-subscribing stations is similarly foreseen as a valuable addition of BMB service to advertisers and agencies, as well as to its subscribing stations. While the ultimate value of these data will of course depend on the extent of the restrictions, a number of broadcasters have already expressed the opinion that they will be able to use this information to good sales advantage. The BMB executive committee is expected to define the extent of "restricted use" at its next meeting.

WLAG-FM La Grange, Ga., is now operating daily from 2:30 p.m. to 10:30 p.m.

NBC Reconnoiter

(Continued from page 21)

their own shows. The network has not abandoned hopes of enticing U. S. Steel to move its *Theatre Guild* dramatic program from ABC, although the sponsor and its agency, BBDO, said last week the program would remain on ABC. Mr. Trammell made a personal presentation on the subject to the sponsor a fortnight ago. NBC is hopeful the show may join the network in the fall.

Capital Gains Issue

The latter-day distrust in which NBC holds capital gains arrangements with talent was also explained to SPAC, it was said. Network executives told the stations committee that the Bureau of Internal Revenue was reported to be reviewing the CBS deal with Amos 'n' Andy. NBC attorneys doubted that this particular case would be reversed by the government tax experts, which approved it at its outset, but SPAC was advised that the government was intensifying its interest in deals of that kind and that NBC regarded such deals as hazardous.

This represented a post-Benny development. At the time CBS originally bid for the services of Jack Benny, Mr. Trammell offered the comedian a counter-proposal which contained capital gains features. It was after CBS succeeded in capturing the comedian that NBC began looking with disfavor upon capital gains deals.

WNEW Honored Again

HONORED for the sixth time for service in the cause of democracy, WNEW New York's prize-winning *Little Songs on Big Subjects* last week won the Willkie Memorial of Freedom House 1949 Civil Rights Award. WNEW was the only station to be so honored, according to Ted Cott, station's vice president in charge of programming, who accepted the award at a meeting in Carnegie Hall, New York. Presentation was made by Robert P. Patterson, former Secretary of War.

OIL
Another Reason Your Advertising Dollars Get Results on KFDM
Oil is the "bloodstream" pouring vitality into this ever-booming area served by KFDM . . . indispensable oil flowing from rich producers to refineries to distribution systems supplying an oil-dependent world. Here in this three-city market of concentrated oil wealth, is the greatest oil-producing-refining-distributing concentration in the world! Reach this unique market with the ONE station known for its unique record of sales successes—KFDM serving Orange, Port Arthur and Beaumont DAY AND NIGHT.
KFDM
BEAUMONT, TEXAS
"Delivering a 3-City Market"
5000 Watts - 560 K.C.
ABC-Lone Star Chain Affiliates
Represented by
FREE and PETERS, INC.

DURING a special KOA Denver broadcast from the arena of the National Western Stock Show, Ruth Harkness receives the Mile High Farmer Trophy for the Grand Champion Junior Beef Showman of the 1949 show. Taking part in the broadcast were (l to r) Don Peach, KOA director of agriculture; Herb Rogers of Ranch-Way Feeds, sponsor of KOA's *Mile High Farmer Program*; Miss Harkness, and Lloyd E. Yoder, KOA general manager.

WJBK DETROIT

In New Studios, Offices

ANOTHER step in the expansion program of WJBK Detroit was reached last week when the station moved into new studios and offices atop Detroit's Masonic Temple Bldg. Included on the sixth floor of the building are executive offices for the Fort Industry Co.'s WJBK-AM-FM-TV, two large AM studios, two AM control rooms, two television studios containing GE equipment, a TV studio control room and a TV master control room.

The seventh floor, which will be used for television production, has been designed to house a studio theatre with a seating capacity of 1,200. Plans for its completion are now under way and will include facilities for stage and dramatic productions, audience participation shows and sports events. WJBK-TV is on Channel 2 and carries programs of from CBS and DuMont video networks.

FM Via TV

WBRC-FM Birmingham's sports staffers, learning they could not set up in the Georgia Tech gymnasium to broadcast the Tech-Alabama basketball game, resorted to a bit of ingenuity. All of Alabama's games had been sold to a sponsor. The game with Tech had to be aired. With the cooperation of John M. Outler Jr., WSB-TV Atlanta general manager, the WBRC-FM crew was provided with a television set, and the play-by-play account was sent to Birmingham listeners from the WSB-TV picture.

JOHN F. HURLBUT, promotion manager for WSYR Syracuse, N. Y., was given a special service pin for the Onondage Council of Girl Scouts. Mr. Hurlbut has been conducting weekly radio workshop classes for the scouts.

Management

MARK ETHRIDGE, publisher of the Louisville *Times* and *Courier-Journal* (WHAS), has accepted the appointment as U. S. representative on the UN Palestine Conciliation Commission, the White House announced last week.

BERNARD S. MORLEY, formerly sales manager of WPRO Providence, R. I., has been appointed manager of WTNS Coshocton, Ohio.

JOHN DEME has been appointed general manager of WNOC Norwich, Conn. Other new staff appointments announced by H. ROSS PERKINS, owner, include: NOEL C. BREAULT, as sales manager, and JACK PURRINGTON, as program director.

MILTON B. GARBER, for 10 years general manager of KCRC Enid, Okla., has been appointed editor of the Enid *Morning News* and *Daily Eagle*. Mr. Garber also has been named to the publishing company's board of directors. GEORGE L. TARTER, formerly commercial manager of KOCY Oklahoma City, is new general manager of KCRC.

WILLIAM E. RINE, managing director of WWVA Wheeling, W. Va., has been elected Illustrious Potentate of Osiris Temple, AAONMS, at the annual election held on Jan. 14.

Mr. Rine

FRANK KELLY, assistant manager of WBEN Buffalo, is the father of a girl, Rosemarie.

J. P. WILLIAMS, executive vice president of WING Dayton, Ohio, and WIZE Springfield, Ohio, has been elected one of 10 directors of the Dayton Community Chest.

JOSEPH J. GARVEY, sales manager of WJOL Joliet, Ill., will become general manager of station, effective tomorrow (Feb. 1). He replaces R. L. BOWLES, vice president and general manager of Joliet Broadcasting Co., who has resigned to reside in Eustis, Fla.

A. T. SHIELDS, formerly manager of of KRUL Corvallis, Ore., has joined WLDY Ladysmith, Wis., as general manager.

JIM WOODRUFF Jr., executive manager of WRBL Columbus, Ga., has been re-elected president of Columbus Chamber of Commerce.

BOB MANN, assistant manager of WDAR Savannah, Ga., has resigned to become public relations director for the city of Savannah. He is being replaced by MILTON BELLAH, account executive for WDAR. JULIAN SILVER, sports director, has been appointed account executive to succeed Mr. Bellah.

HENRY P. JOHNSTON, executive vice president of Birmingham News Co. and managing director of WSGN and WSGN-FM Birmingham, has been re-elected chairman of the board of the Merchants and Planters Bank of Uniontown, Ala.

ADOLPH N. HULT, vice president in charge of Midwest operations for MBS, has been appointed radio chairman of the Chicago Brotherhood Week committee.

LINGO

Vertical Tubular Steel

RADIATORS

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JOHN E. LINGO & SON
CAMDEN 5, N. J.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NBC AFFILIATE

ACTIONS OF THE FCC

JANUARY 21 to JANUARY 27

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier vis-visual | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

January 24 Decisions . . .

BY COMMISSION EN BANC

AM—1280 kc

Eugene Bcstrs. Inc., Eugene, Ore.—Granted CP new station 1280 kc 1 kw unl. DA-N, engineering cond.; estimated cost: $32,570.

Ant. Change

WKNE Keene, N. H.—Granted CP make changes in DA-D pattern; engineering cond.

DA Changes

WLOF Orlando, Fla.—Granted CP change from DA-DN to DA-N.

Petition Granted

WDLP Panama City, Fla.—Upon petition by WDLP, removed from hearing docket and granted application for mod. license to operate with DA-N only on 590 kc 1 kw unl.

Modification of CP

WMBD Peoria, Ill.—Granted mod. CP to make changes in DA; engineering cond.

KXOC Chico, Calif.—Granted mod. CP to change trans. location and type trans. and to increase D power from 1 to 5 kw; engineering cond.

Ant. Changes

WNBF Binghamton, N. Y.—Granted CP make changes in ant. and mount FM and TV ant. on No. 1 center AM tower; engineering cond.

Hearing Designated

Associates Bcstg. Corp. and New Bedford Bcstg. Corp., New Bedford, Mass. — Designated for consolidated hearing applications of Associates Bcstg. Corp. and New Bedford Bcstg. Corp. both seeking new station 1270 kc 500 w D.

Radio Corp. of Toledo, Toledo, Ohio—Designated for hearing application for new station 1470 kc 1 kw unl. DA-2 in consolidated proceeding with other Toledo applications to be held Jan. 24 at Toledo and made KPLC Lake Charles, La., party to proceeding.

WHAS Inc., Louisville, Ky.—Ordered competing applications by Crosley Bcstg. Corp., The Fort Industry Co. and Hope Productions Inc. to acquire facilities of WHAS Inc., to be heard in consolidated proceeding at Washington on Feb. 28. Involved are WHAS, WHAS-FM, WHAS-TV, W9XWT (facsimile), W9XEK (developmental) and six remote pickup stations, all in Louisville and controlled by Louisville Courier-Journal and Louisville Times. As advertised under AVCO procedure, price is $1,925,000, subject to certain adjustments. In addition application of WHAS Inc. for additional time in which to construct WHAS-TV was designated to be heard same day.

January 24 Applications . . .

TENDERED FOR FILING

Transfer of Control

KHJ-AM-FM Los Angeles; KGB San Diego, KFRC San Francisco, KDB Santa Barbara and KTSL (TV) Hollywood, Calif.—Involuntary transfer of control of Thomas S. Lee Enterprises d/b as Don Lee Bcstg. System, licensee, from Thomas S. Lee to Lewis Allen Weiss and Willet H. Brown, guardians of estate of Thomas S. Lee.

License for CP

KWK St. Louis—License to cover CP increase power etc.

License Renewal

KBLF Red Bluff, Calif.—License renewal AM station.

Modification of CP

KSBR San Bruno, Calif.—Mod. CP new FM station for extension of completion date.

WNLC-FM New London, Conn.—Same.
WTUX-FM Wilmington, Del.—Same.
WNEX-FM Macon, Ga.—Same.
KCRK Cedar Rapids, Iowa—Same.
WHDL-FM Alleghany, N. Y.—Same.
WXRA-FM Buffalo, N. Y.—Same.
KTUL-FM Tulsa, Okla.—Mod. CP new FM station to change ERP from 170 to 2.52 kw, ant. height above average terrain from 630 ft. to 270 ft.
WNAM-FM Neenah, Wis.—Mod. CP new FM station to change ERP from 9.4 kw to 3.1 kw, ant. height above average terrain from 300 ft. to 294 ft.

License for CP

WNHC-FM New Haven, Conn.—License to cover CP new FM station.
WAFB-FM Baton Rouge, La.—Same.
WVBT Bristol Center, N. Y.—Same.
WVCV Cherry Valley, N. Y.—Same.
WVCN DeRuyter Village, N. Y.—Same.
WVFC Ithaca, N. Y.—Same.
WVBN Turin Village, N. Y.—Same.
WFNF Wetherfield, N. Y.—Same.

Transfer of Control

WSON-FM Henderson, Ky.—Acquisition of control of Henderson Bcstg. Co. Inc., licensee, by H. S. Lackey from Pierce E. Lackey, Montana L. Lackey and The Paducah Bcstg. Co.

TV—198-204 mc

Commonwealth Bcstg. Corp., Norfolk, Va.—CP new commercial TV station Channel 13 (210-216 mc), ERP 19.4 kw vis., and aur., unl. AMENDED to request Channel 11 (198-204 mc), ERP 19.9 kw vis. and aur.

License Renewal

W8XGZ Gus Zaharis, Charleston, W. Va.—License renewal exp. TV station.

TENDERED FOR FILING

Assignment of License

WINX-AM-FM Washington, D. C.—Assignment of license for AM to William A. Banks and assignment of CP for FM to WTOP Inc. Present owner is WINX Bcstg. Co.

KDLK Del Rio, Tex.—Assignment of license from James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett d/b as Del Rio Bcstg. Co. to Del Rio Bcstg. Co.

Transfer of Control

WFAH Alliance, Ohio—Relinquishment of control of licensee, Review Pub. Co., caused by death of Arthur H. Hoiles.

AM—1240 kc

KSTV Stephenville, Tex.—CP change from 1510 kc 250 w D to 1240 kc 250 w unl.

January 25 Decisions . . .

BY THE SECRETARY

Gus Zaharis, Charleston, W. Va.—Granted license covering move of trans. of exp. TV station W8XGZ.

WKY Radiophone Co., Oklahoma City—Granted license and CP for new exp. TV relay W5XWG W5XHW W5XSK.

General Electric Co., Syracuse, N. Y.—Granted CP for new TV station W2XGM.

KVRO Brownsville Herald Pub. Co., Brownsville, Tex.—Granted request to cancel CP for new FM station.

KVMR Valley Evening Monitor Inc., McAllen, Tex.—Same.

WDEL-TV Wilmington, Del.—Granted mod. CP to make ant. changes and change ERP to vis. 0.476 kw, aur. 0.341 kw.

KRLD-TV Dallas, Tex. — Granted mod. CP to make slight change in studio and trans. locations and to make minor changes in ant.

Following were granted extension of completion dates as shown: KGIB Bremerton, Wash., to 4-15-49; WRUN Utica, N. Y., to 7-29-49; WBGE-FM Atlanta, to 5-8-49; WCOD Richmond, Va., to 5-23-49; WAVZ-FM New Haven, Conn., to 6-30-49; WRWR Albany, N. Y., to 7-13-49; KXEL-FM Waterloo, Iowa, to 8-22-49; WIOD-FM Miami, Fla., to 8-21-49; WKAL-TV Utica, N. Y., to 6-1-49; W9XG West Lafayette, Ind., to 6-24-49.

WREL Lexington, Va.—Granted license for new standard station 1450 kc 250 w unl.

WKIN Kittanning, Pa.—Granted voluntary assignment of license to WKIN Inc.

WIRE-FM Indianapolis Bcstg. Inc. Indianapolis—Granted request to cancel CP for new FM station.

WNYS Nashville Radio Corp., Nashville, Tenn.—Same.

KFMV Hollywood, Calif. — Granted mod. CP to change corporate name to Union Bcstg. Corp. of Calif.

WJCD Seymour, Ind.—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

Following were granted extension of completion dates as shown: KING Seattle, to 4-11-49; WKAR-FM East Lansing, Mich., to 3-27-49; WCBT-FM Roanoke Rapids, N. C., to 5-15-49; WCMW-FM Canton, Ohio, to 4-11-49; WMUR-FM Manchester, N. H., to 4-15-49; WFNS-FM Burlington, N. C., to 5-10-49; KMJ-FM Fresno, Calif., to 5-10-49; WGTR Worcester, Mass., to 5-1-49; KFMV Hollywood, to 2-15-49; WHIO-TV Dayton, Ohio, to 5-30-49; WLWC Columbus, Ohio, to 6-16-49; WLWD Dayton, Ohio, to 6-4-49; KTOY Tacoma, Wash., to 5-2-49; KMED-FM Medford, Ore., to 3-1-49; KUGN-FM Eugene, Ore., to 6-7-49; WBCA Schenectady, N. Y., to 3-20-49; WTTH-FM Port Huron, Mich., to 5-1-49; KWGS Tulsa, to 5-8-49; WSLB-FM Ogdensburg, N. Y., to 4-19-49.

Radio Cincinnati Inc., Cincinnati—Granted license and CP for new exp. TV relay W8XRP.

WNAB-FM Bridgeport, Conn.—Granted voluntary assignment of CP to WNAB Inc.

WIMR Maple City Bcstg. Corp., Hornell, N. Y.—Granted request for cancellation of CP for new standard station 1420 kc 1 kw D.

BY COMMISSIONER JONES

The Toledo Blade Co., Toledo, Ohio—Granted petition for leave to amend application to show redemption of 125 sh. preferred nonvoting stock; to show addition of Clarence M. Condon as secretary of applicant, etc.

Vulcan Bcstg. Co., Birmingham, Ala.—Granted petition for continuance of hearing scheduled Jan. 24 to March 3 at Birmingham.

Batesville Bcstg. Co., Batesville, Ark.—Denied petition for continuance of oral argument scheduled for Jan. 26 in re application and that of White River Valley Bcstrs. Inc.

KSOO Sioux Falls, S. D.—Granted petition for continuance of oral argument presently scheduled Feb. 4 to date subsequently to be specified.

January 25 Applications . . .

ACCEPTED FOR FILING

SSA—1540 kc

WJMJ Philadelphia — Extension of SSA for 1540 kc 1 kw D for period not to exceed 6 mo.

Modification of CP

KPLC Lake Charles, La.—Mod. CP change frequency, increase power etc. for extension of completion date.

WEAU Eau Claire, Wis.—Mod. CP increase power etc. for extension of completion date.

WHIS Bluefield, W. Va.—Same.

Assignment of License

WOOF Dothan, Ala.—Assignment of license from R. A. Dowling Jr. and Owens Fitzgerald Alexander d/b as Dowlander Bcstg. Co. to R. A. Dowling Jr. tr/as Dowlander Bcstg. Co.

WCNU Crestview, Fla.—Assignment of license from Cyril W. Reddoch and L. Burson Whittington d/b as Gulf Shores Bcstg. Co. to Cyril W. Reddoch, John B. McCrary and D. G. O'Neil d/b as Gulf Shores Bcstg. Co.

WSYR Syracuse, N. Y.—Assignment of license from Central New York Bcstg. Corp. to Radio Projects Inc., parent firm.

KTAN Sherman, Tex.—Assignment of license from Denison Broadcast Corp. to Sherman Broadcast Corp.

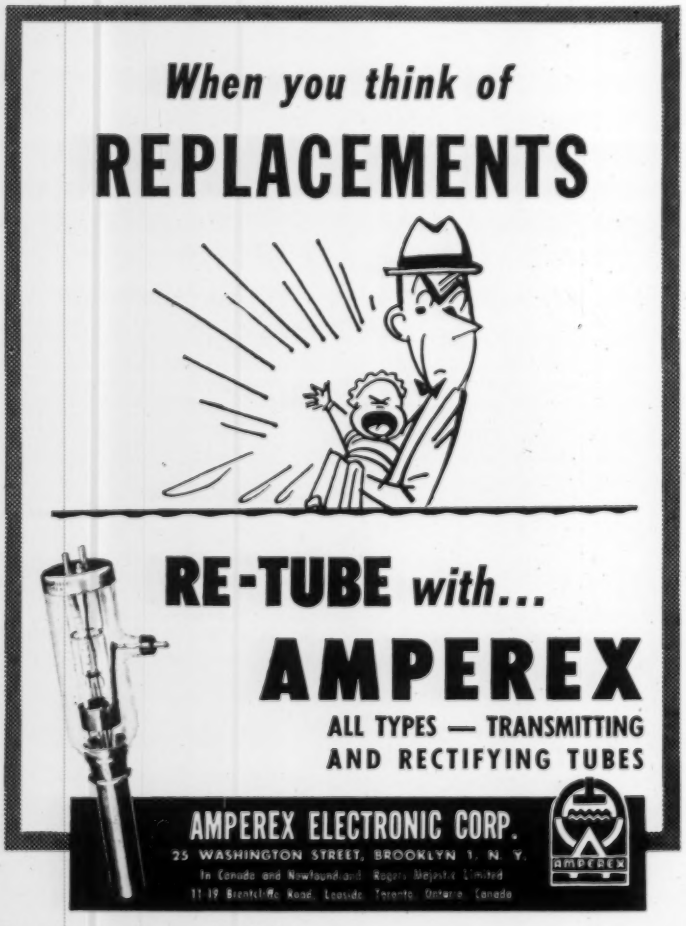
WTRR Sanford, Fla.—Assignment of license from James S. Rivers tr/as Southeastern Bcstg. System to Myron A. Reck.

WSID Essex, Md.—Assignment of license from Sidney H. Tinley Jr. to United Bcstg. Co. Inc.

KANS Wichita, Kan.—Assignment of license from Kansas Bcstg. Inc. to Taylor Radio and Television Corp.

KRGV Weslaco, Tex.—Assignment of license from KRGV Inc. to Taylor Radio and Television Corp.

(Continued on page 69)



WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Programs

YOUNGSTERS' dreams and ambitions have become a "reality" on WPTZ (TV) Philadelphia. Each week station invites children from 6 to 13 years to participate in *What Do You Want to Be*. New program depicts a scene from some phase of business or profession and the children are invited to act the parts. With opticals, trick camera shots and coordinated sound effects and background music a sense of reality is created. On the first telecast American Airlines had one of its transports reproduced, the youngsters portraying the parts of "pilot," "co-pilot" and "stewardess." Special camera shots done with mirrors that were rocked gently created the illusion that the plane was "taking off." *What Do You Want to Be* is sponsored by the Chevrolet Dealers Assn. of Philadelphia, through Gray & Rogers Adv., that city. Dealers select children to appear by auditions in their showrooms each week.

Progress in Medicine

DOCTORS and pharmacists of Albany Medical and Pharmacy Colleges will discuss progress in medical science on WPTR Albany, N. Y., new series, *Adventures in Medicine*. Aired each Sunday at 12:15 p.m., program is under direction of Albany Pharmaceutical Assn.

'Over-the-Chuckwagon'

NEWS, views and interviews concerning the Texas out-of-doors is format of WOAI San Antonio's newest program, *The Roving Banker*. Lucian Jones, vice president in charge of agricultural and livestock division of Alamo National Bank of San Antonio, sponsor of program, is the "Roving Banker," and with Bill Shomette, WOAI farm and ranch director, visits surrounding communities and participates in discussions of interest to listeners whose occupations and activities are allied with out-door life. Live and transcribed interviews with bank presidents, farmers, ranchers, sportsmen and agricultural authorities are featured on the series.

Tribute to Citizens

DEDICATED to and paying tribute to people in its listening area, WCOA Pensacola, Fla., is airing new *Good Neighbor* program, thrice weekly. Show features the "Good Neighbor" letter of the day and prizes for the "Good Neighbor" of the day. Also included are poems of friendship and humorous adages with appropriate background music.

'Voice of the Blind'

INFORMATIVE talks by a blind person on how public can help the blind are being heard on a new public service broadcast, *Voice of the Blind* on KGFJ Hollywood. The program, heard a quarter-hour weekly, is conducted by James B. Garfield, blind for the past seven years, who gives helpful hints on how the blind should be treated, tells of various traffic laws made to protect them, and other important but little-thought-of-facts on how one can help a blind person.

'Washington Town Hall'

UNDER auspices of League of Women Voters, WOL Washington is presenting *Washington Town Hall* on alternate Fridays at 10:30 p.m. Program is devoted to topics of public interest and features guest speakers who are authorities in their fields. First broadcast, Jan. 21, was devoted to subject: "How Far Can the Rights of Individuals be Guaranteed Internationally."

TV SALES PULL

Booklet Issued by Cairns

SALES IMPACT of television is the reason for using the medium now, according to *Television Today*, 24-page brochure prepared by John A. Cairns & Co., New York.

Television advertisers, the booklet reports, already have succeeded in reaping unprecedented returns. It notes that telerating organizations underscore the fact that sponsor identification is high—with a one-time shot identification reaching 35% and responses on small offerings totaling as high as 40% (radio, it says, considers 1% good).

The booklet's approach, the agency claimed, is factual and statistical, with editorializing kept to a minimum. It traces TV from its debut to the March 18, 1947 FCC ruling against color-television and notes that since then it "has expanded with the momentum of a gold rush." It sets forth the present station, network and audience picture, discusses advertising costs and briefs case histories in spots, participation programs and co-sponsorship programs.

It calls 1948 the first full year of commercial television and said $10 million in advertising revenue was scheduled for the year with TV's potential revenue predicted to be four times as great as radio's today—eventually a $6 billion industry.

VIDEO BOOKSELLER

Best Means for Mass Merchandising—Tiffany

TELEVISION offers the best means available today for the mass merchandising of books, according to J. Raymond Tiffany, general manager of the Book Mfrs. Institute.

But instead of using this medium as an aid to their business, publishers are letting it become a "devastating competitor," he warned.

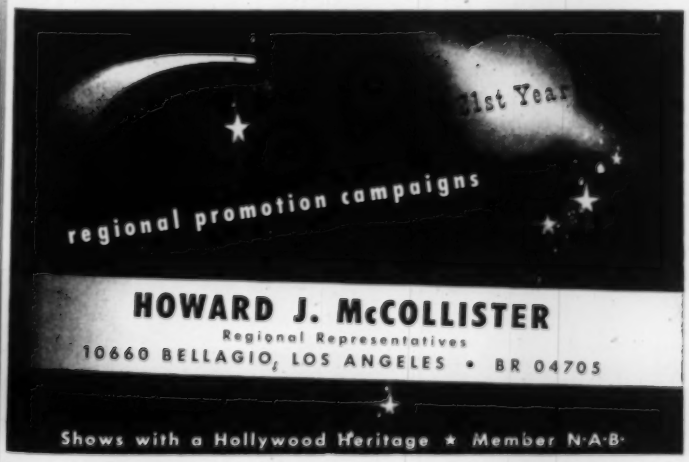
A survey made in 1947 for his organization by Psychological Corp. of New York and by Hoff Institute of Management showed that readers gave their available time to competing leisure activities as follows: radio 49%; newspapers 21%; magazines 11%; movies 11%, and books 8%.

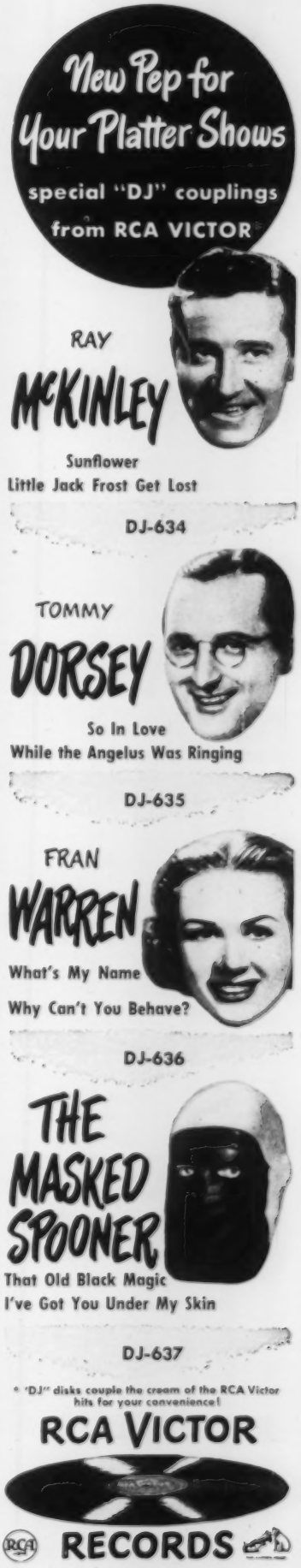
"I have talked with a number of set owners," Mr. Tiffany said, "and without exception, they have said that the whole family was reading less than before they installed television."

He maintained that "we need constructive thinking on the problem by the best brains in the book publishing and manufacturing and television industries."

Particularly, he singled out the book publishers for criticism, who, he said, operate generally under the mistaken belief that books can't be merchandised the way other products are. He urged a change in this viewpoint and said "now's the time especially to merchandise through well-publicized television programs."

"That books can be merchandised like other products," he said, "is proved by the way encyclopedia companies sell their product door-to-door—and they're doing a big business, too. The trouble with book publishers is that they do not have enough outlets—and television could help them in this direction."


regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



KMED TRANSFER

Sale Negated by FCC Procedure Rule

THE "NO SALE" SIGN was rung up last week over the most bitterly contested transfer case FCC has faced since it put the AVCO public-bidding policy on transfers into effect in October 1945.

The Commission was informed that the $250,000-plus sale of KMED Medford, Ore., by Mrs. W. J. Virgin to Luther E. Gibson's Gibson Broadcasting is all off. With the information FCC got a politely reproachful letter of explanation noting that all the so-called transfer had brought Mr. Gibson was an out-of-pocket expense of some $40,000.

The case has been pending almost as long as the AVCO advertising policy has been in effect. It went through the open-biding procedure required by the AVCO rule, with FCC subsequently approving transfer not to Gibson Broadcasting but to Medford Radio Corp., a local firm which had filed a competing bid [BROADCASTING, Nov. 3, 1947].

But Mrs. Virgin and Medford Radio were not able to come to terms, and Medford Radio finally withdrew [BROADCASTING, Sept. 6, 1948]. Mrs. Virgin and Gibson Broadcasting then asked FCC to reinstate and grant their original application.

The Commission granted reinstatement—but ruled that the application was in effect a new one and therefore would have to go through the public advertising procedure again. This action, disclosed last week, was taken Dec. 8.

Norman E. Jorgensen, Washington attorney, wrote FCC on behalf of Mrs. Virgin and Gibson Broadcasting that it obviously would have been impossible to advertise the sale for the AVCO-prescribed 60-day period in the time between Dec. 8 and Dec. 31, when the contract expired.

"Thus," he wrote, "the entire sale and transfer of this station was as effectively denied as if the Commission had refused to permit it."

He continued:

It is respectfully pointed out to the Commission that two years and nine months have elapsed from the date this contract of sale was first executed. During all this period of time the proposed purchaser had financial commitments to the seller and to the Commission totaling nearly $400,000. During that period of time, there have been wide and frequent fluctuations of the radio industry as a whole as well as many changes in Radio Station KMED itself.

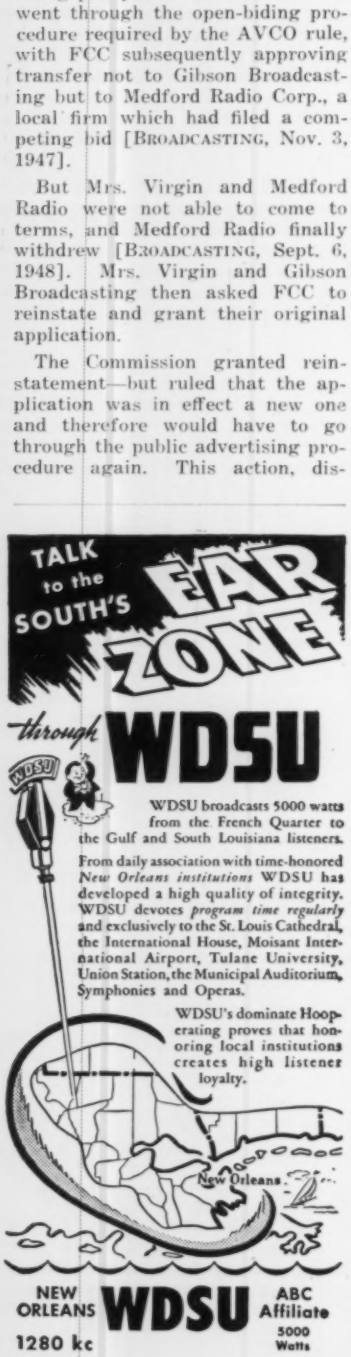
The station has had its power increased from 1000 to 5000 w, necessitating further capital commitments, and its competitive and network position in the radio industry has been changed. All of the economic and other factors entering into the operation of a business of this size and character have been subject to pronounced fluctuations several times during this long period from April 6, 1946, to Dec. 31, 1948.

The sale contract having expired on the latter date, it is now impossible for the parties to agree upon a new contract for the sale and transfer of this facility and therefore in view of the Commission's decision of Dec. 8, 1948, they are no longer able to proceed.

I am sure that the Commission will appreciate Mr. Gibson's reluctance again to commit the very considerable sum of money that had been pledged to this particular venture for almost three years, to no result except an out-of-pocket cost to him of some forty thousand dollars.

Mr. Gibson is licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif. Under the expired contract with Mrs. Virgin he would have given her $250,000 plus a one-third interest in Gibson Broadcasting, in return for KMED. KMED is on 1440 kc with 5 kw day and 1 kw night.

Mrs. Virgin's refusal to sell to Medford Radio, the FCC-approved purchaser, was based on her claims that the new company's offer was not the same as Mr. Gibson's and therefore did not meet the "same terms" provision of the AVCO rule. Comr. Robert F. Jones, who dissented from FCC's approval of transfer to Medford Radio, sided with Mrs. Virgin on this point.


TALK to the SOUTH'S EAR ZONE
through WDSU
WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.
From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.
WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.
New Orleans
NEW ORLEANS
WDSU
ABC Affiliate
1280 kc
5000 Watts

KFPW'S GARNER

Named State Senator

A NEW entry on the political scene, and now an Arkansas State Senator, is J. E. "Pat" Garner, news editor and commentator of KFPW Fort Smith. During his tenure of office in Little Rock, the state capital, Mr. Garner delivers a daily report on the happenings of the legislature. The program, brought to the station by leased wire, is sponsored by Ross Motor Co.

Mr. Garner, 54, went to Fort Smith as a newspaper man in 1923. He worked there for about 15 years as a copy reader, reporter and night news editor on the *Southwest American*. He spent one summer in Europe and after his return worked for several months on a newspaper in Louisiana. In 1938 Mr. Garner returned to Fort Smith as the KFPW news editor.

Mr. Garner was elected without opposition in the Democratic primaries last summer and in the general election last November. Two opponents reportedly withdrew before the first primary.

NAB ADDITIONS

Pischke, Tower Join

ADDITION of two staff assistants has been announced by NAB since the first of the year. Vail Pischke has joined the general counsel's office as an attorney [BROADCASTING, Dec. 13]. Charles H. Tower joins NAB Feb. 1 as assistant to the director, Employe-Employer Relations Dept., serving under Richard P. Doherty.

Mr. Tower has attended Boston U. Law School for the past two years, lecturing on industrial relations and personnel management at the School of Business Administration as well as conducting private arbitration work. He formerly was field examiner for the National Labor Relations Board in Pittsburgh, and was with RCA 1943-45 in industrial engineering and personnel work. He received his AB in political science at Williams College in 1941 and was graduated from the Harvard Graduate School of Business in 1943.

Mr. Pischke was head of radio activities of the law firm of Norman M. Littell, Washington and prior to that had been with the firm of Kirkland, Fleming, Green, Martin & Ellis.

MICH. CONFERENCE

Hull Will Speak March 4

RICHARD HULL, president of the National Assn. of Educational Broadcasters, is scheduled as one of the principal speakers at the fourth annual Michigan Radio Conference March 4 at Michigan State College, East Lansing.

The conference, titled "Radio Serves in a Democracy," is designed to effect closer cooperation between stations and schools. The all-day session will be attended by radio executives, school administrators, teachers and representatives of civic groups. It is under the direction of J. D. Davis, assistant professor of speech at the college.

Other speakers include D. Hale Brake, state treasurer; Lee Thurston, state superintendent of public instruction; M. L. Greenbaum, president of the Michigan Assn. of Broadcasters; Stanley Barnett, WOOD Grand Rapids, and Dr. Willis Dunbar, WKZO Kalamazoo.

CANADA MEET

Operation Costs Covered

SALES MANAGEMENT and the mounting costs of station operation were main topics at annual meeting of managers of the mutually operated stations of All-Canada Radio Facilities Ltd., held at Hotel Palliser, Calgary, Jan. 10-12. Annual meeting of production and sales managers of the organization's stations is to be held at Hotel Saskatchewan, Regina, April 25-27, with Guy Herbert of the Toronto office as chairman.

Attending the managers meeting were Frank Elphicke, CKWX Vancouver; M. V. Chesnut, CJVI Victoria; Bert Cairns, CFAC Calgary; Gerry Gaetz, CJCA Edmonton; Bill Guild, CJOC Lethbridge; Stuart MacKay, CKRM Regina; Harold Crittenden, CKCK Regina; Bill Spears, CKRC Winnipeg; Bill Cranston, CKOC Hamilton; Art Balfour, CFGP Grand Prairie, and Mr. Herbert.

"VIC" DIEHM SAYS:
Don't Forget!
Have a "Look"
. . . at WAZL's half-page '49 Yearbook ad when planning your '49 advertising budget. It will tell you in facts and figures just why your WAZL spent advertising dollars will result in direct sales gains!
Sincerely
Vic Diehm
AFFILIATED WITH NBC - MBS
WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 · Hazleton, Pa.

The Public Interest

(Continued from page 13)

manager, was in charge of publicity for the benefit.

Sparking the March of Dimes in Coshocton, Ohio, WTNS aired a unique, money-getting program three times a week for one hour during the campaign. Talent included leading business men, bankers, political figures, etc. At the request of listeners who sent contributions, a quartet of bankers harmonized on "Money Is the Root of All Evil," the chief of police sang the "Prisoner's Song," and other such stunts. Campaign was culminated with a two-hour rally conducted by WTNS.

"Dawes-for-a-Day" contest helped to swell the collections of WCKY Cincinnati. Bill Dawes, m.c. of *Makebelieve Ballroom*, offered to take over the household duties of the Greater Cincinnati lady able to collect the most for the March of Dimes in her neighborhood. Mr. Dawes' program for today (Jan. 31) was to be broadcast from the home of the winner. In addition Mr. Dawes raised funds by playing request tunes on his program at the rate of a "dime a tune."

WTBC Show

Special one and a half hour March of Dimes show was aired by WTBC Tuscaloosa, Ala., Jan. 17. The entire show was composed of local talent—20 participants in all. WTBC donated the time and the entertainers contributed their talent.

Second annual "March of Dimes Jamboree" was sponsored by WAML Laurel, Miss., Jan. 28 at the Civic Center. Well publicized in advance with posters, air plugs and newspaper advertising, the show featured local radio talent plus contests with prizes contributed by local merchants.

Riddle contests, always a good source of money raising, were used heavily again this year. WORZ Orlando, Fla., in conjunction with local merchants, sponsored a contest in the form of a riddle read by a famous radio personality. To win the $5,000 in merchandise offered, the winner was required to identify the personality and solve the riddle. And, of course, entries were accompanied by contributions.

In Richmond, Va., WMBG and the Richmond-Henrico Chapter of the National Foundation for Infantile Paralysis sponsored a "Mr. Whisper" contest. Each Friday night during January, WMBG aired clues to the identity of "Mr. Whisper," a well known local citizen. Listeners writing the best letters on why we should support the March of Dimes and sending contributions were given a chance to identify the voice.

A "finish the sentence" contest was conducted by WWGP Sanford, N. C., and the Junior Chamber of Commerce. Listeners were urged to try for attractive prizes by contributing to the drive and completing the sentence: "We all should join the March of Dimes because . . ."

Jan. 17 was designated as "M Day" for the March of Dimes on WLNH Laconia, N. H. The local broadcast day was devoted entirely to the campaign. Highlight of the day was the performance of Laconia's Mayor Albert A. Parmentier who took over the m.c. duties of a disc jockey to promote the cause. Requests were honored only if accompanied by an "I support" statement.

Scranton, Pa., stations WSCR WGBI WABM and WQAN-FM combined forces Jan. 26 to present a Disc Jockey dance. The idea was conceived by Michael Woloson, WSCR announcer. Record m.c.'s from each of the stations contributed the music for the dance, each spinning records in his individual style. To begin the dance, Mayor James Hanlon played the first record as honorary disc jockey. Admission to the dance was by donation to the March of Dimes.

To provide a kickoff for the District of Columbia's 1949 campaign, WOL and the *Washington Daily News* cooperatively engineered a week-long promotion drive which was climaxed on Jan. 14 with an 18-hour March of Dimes day on the station.

JACK TRUELL, stricken last summer with polio, records his thanks to the people of Lexington, N. C., for the over $3,500 donated by them for the support of him and his family. WBUY Lexington raised the money through a series of special programs featuring leaders of civic clubs. Mr. Truell's wife, Marie, and Bob Ray of WBUY are included on the recording.

POLIO SHOWS

Cleveland Tries New Plan

EACH of Cleveland's five fulltime AM stations presented a midnight show on behalf of the March of Dimes campaign—with no other Cleveland outlet on the air at the time—Victor Pignolet, publicity director for the drive in the Ohio metropolis, announced. Shows were presented before the close of the campaign Jan. 31.

On the night assigned to each station to broadcast its March of Dimes show the other stations signed off early and asked their audiences to listen to the fund-raising jamboree, Mr. Pignolet said.

Heading the committee responsible for originating and activating the special March of Dimes broadcasts is C. M. (Pinky) Hunter, WHK. Others on the committee are: Reginald Merridew, WGAR; Jake Hines, WTAM; Lawrence Webb, WJW, and Samuel R. Sague, WSRS (Cleveland Heights). Radio editors of the three Cleveland dailies, *Plain Dealer*, *Press* and *News*, are assisting in the promotion, and both the American Federation of Radio Artists and the Musicians Union of Cleveland have pledged their cooperation.

Coin Video

TELECOIN Corp., New York, will introduce shortly Tele-Video, large screen commercial television receiver, to be adaptable for coin operation if desired by those installing it. Tele-Video screen sizes will be varied, as will the number of coins necessary to operate the machine where coin operation is desired by the owner. The receiver will operate without the use of coins if so desired. Jay Electronics Corp. of New York has been appointed distributor for the new receiver throughout the greater New York area.

McCLATCHY

Buys New Sacramento Site

PURCHASE of a block-square site in Sacramento for radio, television and newspaper operations has been announced by the McClatchy Newspapers. Firm's interests in the California capital include KFBK (50 kw on 1530 kc), KFBK-FM (Channel 245, 96.9 mc), *The Sacramento Bee*, Bee Engraving and a projected television station.

The new site was acquired for $275,000 from Joseph T. Grace Farms Inc. and Buffalo Brewery Inc., corporations owning the brewery. McClatchy will take over part of the property in four months and the balance two months later, and eventually plans to erect there a building housing all of its Sacramento radio, television and newspaper activities. Brewery now occupying the site will continue doing business there until approximately April 1.

McClatchy is an applicant for two television stations, one at Sacramento, which would operate on Channel 10 (192-198 mc), the other at Fresno (Channel 7, 174-180 mc). McClatchy operates KMJ Fresno and is an applicant for FM there. Other McClatchy stations are KOH Reno, Nev., KERN Bakersfield, Calif., and KWG Stockton, Calif.

WMPS
MEMPHIS

68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by

RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

from Tele-Tips WLW-T

'49

The TV Magazine

"Editor" of this video version of a smart, slick sheet is telegenic Rita Hackett who knows what's what in the world. Shifting from her office to "Club '49," where suave Bob Duane is "manager" and Nancy Wright is vocalovely, Rita tete-a-tete's with celebrities for the edification of televiewers. This new type show has a growing appeal for WLW-T's growing audience.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

Allied Arts

ROGER BROWN, general manager since 1945 of Earle Ferris Co., New York public relations firm, has been elected president of the firm. **EARLE FERRIS**, founder and former president, becomes chairman of the board.

A. C. NIELSEN Co., Chicago, has announced that Kenyon & Eckhardt and Ruthrauff & Ryan, both New York, have purchased its new National Nielsen Radio Index. Esso Standard Oil Co. and Standard Oil of New Jersey also have signed a joint three-year agreement for Class A service, including non-network and extra-week ratings.

JOSEPH B. ELLIOTT has been appointed vice president in charge of RCA Victor Consumer Products, Radio Corp. of America, Camden, N. J. Other new RCA appointments include: **L. W. TEEGARDEN** as vice presient in charge of RCA technical activities; **HENRY G. BAKER** promoted to general manager of Home Instrument Dept., and **RICHARD T. ORTH** to general manager of Tube Dept.

HERBERT H. WIXSON, sales manager for KMPC Hollywood for past six years, has resigned to enter radio package field. Mr. Wixson is currently working on syndication of two already developed radio shows, one of which KMPC has contracted for.

PALMER BRINK, vice president and general manager of Morris & Cain agency, Los Angeles, and **SCOTT HUNT**, his assistant, have resigned to form their own advertising and radio packaging firm. They are now producing five-weekly hour participation show, *Your Breakfast Date*, on KGIL San Fernando, Calif.

C. E. HOOPER Inc., New York, has announced that WAPO Chattanooga, Tenn., and WJR Detroit, have signed for area coverage index reports.

WILLIAM W. BOYNE has been appointed general manager of Zenith Radio Corp., New York, replacing **HARRY J. WINES**, resigned. Mr. Boyne joined firm in 1943, and has been general manager of Radio Distributing Corp., Chicago subsidiary, for past two years.

CHESTER RHODES has joined Dudley, Anderson & Yutzy, public relations counselors, New York, as a radio producer and writer. Mr. Rhodes was formerly assistant program director of WGAY Silver Spring, Md.

CHET L. SWITAL, Los Angeles public relations man, has been retained by Rex Transamerican Television Corp., to direct public relations and coordinate P. R. programs into one overall endeavor.

DR. A. V. ASTIN, formerly assistant chief of Electronics Division of National Bureau of Standards, Washington, has been promoted to chief. He succeeds the late **HARRY DIAMOND**, who died last June.

EDGAR H. FELIX, formerly Washinton representative, Transmitter Division, Allen B. DuMont Labs., has been promoted to Northern District supervisor for the division, with headquarters at 176 Franklin Ave., Malverne, N. Y. He will have charge of territory comprising New England, upstate New York, Michigan, Wisconsin, Minnesota, Nebraska, Washington, Oregon and California.

KEN McALLISTER has been appointed manager of distribution and promotion for Columbia Records Inc., New York. **JEFF WILSON** has been appointed manager of distribution and merchandising for firm.

E. D. WHITTLESEY, director of public relations at U. of Denver, has resigned, effective March 1, to head Research Services Inc., Denver, where he will handle market surveys, employe attitude studies and opinion polls.

Television

JERRY MASON has resigned as associate editor of *This Week* magazine to join Eddie Albert Productions, Hollywood and New York, as executive vice president. Mr. Mason will make his headquarters at firm's New York office.

for NETWORK CALIBRE PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

THE newly remodeled studios of WSAP and WSAP-FM Portsmouth, Va. [BROADCASTING, Nov. 15, 1948], are entered through this modern lobby. The stations are licensed to Portsmouth Radio Corp.

TV MASKING

Uniformity Is Urged By IRE Speaker

LACK of standard size and shape for the "masks" which television set makers use to hide the edges of their viewing tubes imposes the need for caution on TV broadcasters, F. J. Bingley, chief video engineer of WOR-TV New York, said Jan. 22 at a one-day seminar on television held in New York by the Institute of Radio Engineers.

Mr. Bingley

If the broadcaster is not careful, he may transmit important information, such as the commercial, so that it runs into areas of the picture which will not be visible to many set-owners, Mr. Bingley said. He urged TV broadcasters to get together on a standard area of transmission in which they will confine all important visual information, such as titles, commercial signatures and the like. Then, he said, set makers should also agree to design their tube masks so as not to cut into this area of vital intelligence.

Donald Fink of *Electronics* commented on "mildness" of Mr. Bingley's remarks. He pointed out that "spectrum economy" is a major problem in television and that any TV broadcaster who fails to utilize the full spectrum of his assigned channel is not living up to the conditions of his license.

Mr. Bingley agreed, but pointed out that the broadcaster must also be realistic about the facts. As long as the set makers find it necessary to curtail at the receiving end some of the pictorial information broadcast, he said, the broadcasters should see that important part of the broadcast matter does not get into the danger zone where it may be cut off from the viewer.

In his talk on the problem of television and transmission and reception, Mr. Bingley stressed the lock-and-key relationship of transmitter and receiver and urged the adoption of uniform standards for both broadcasters and set manufacturers. Among the major problems he discussed was that of "camera color," where the shades of clothing apparently change with

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

each change of camera. He cited a recent basketball telecast in which each change of camera seemed to change the uniforms of the players, so that those in dark trunks at one moment became those in the light trunks in the next, to the confusion of the viewing audience.

Another pressing problem is that of picture geometry, he said, urging that more rigid standards be adopted for scanning velocities to prevent the changes in picture quality the viewer gets not only in tuning from one station to another but even in camera switches from a single station.

Other speakers at the all-day Saturday meeting, held in the Engineering Societies Bldg., were: Irving E. Lempert, Allen B. DuMont Labs, speaking on "Trends in Television Receiver Design"; Frank R. Norton, Bendix Aviation Corp., on "Noise Figures of Television Receivers"; Robert F. Romero, RCA Industry Service Lab, on "Television-Tuner Analysis and Design Considerations"; Kurt Schlesinger, Motorola Inc., on "The Locked Oscillator in Television Reception"; B. M. Oliver, Bell Labs, on "A Rooter for Video Signals." D. D. Israel, Emerson Radio & Phonograph Corp., was moderator of the morning session; Garrard Mountjoy, Stromberg - Carlson, moderated during the afternoon.

Newfoundland Radio

ON MARCH 31 Newfoundland becomes the 10th province of Canada, and Newfoundland broadcasting stations will come under the Canadian Broadcasting Act. There are at present three stations in the island country, where the United States has long-term leases on naval, air and weather bases. Two of the stations are operated by the Newfoundland Broadcasting Corp., use some commercial programs, and will go to the Canadian Broadcasting Corp. The two stations, VONF St. Johns, and VOWN Cornerbrook, are now represented in Canada by All-Canada Radio Facilities, Toronto. The third station, VOCM St. Johns, is privately-owned, and is represented in Canada by H. N. Stovin & Co., Toronto.

ROOF ANTENNAE

WHLI Head Proposes Bill

ADOPTION of a bill in New York State to halt landlords from denying the right to install FM and TV antennae has been urged by Elias I. Godofsky, president of WHLI and WHLI-FM Hempstead, L. I. Calling on state legislatures for immediate action in the matter, Mr. Godofsky addressed his appeal to Irwin Steingut, Democratic leader of the New York State assembly. Text, in part, of the WHLI president's proposed bill follows:

"No landlord shall unreasonably deny a tenant of any multiple dwelling the right to install, at the tenant's own cost, expense and liability, an antenna for FM and television reception, on the roof of said dwelling, if the landlord fails to provide, within three months after passage of this act, a central FM and television antenna for the use of all tenants in the building.

"The landlord shall be limited in apportioning to tenants the costs and maintenance of the said central antenna system to such sums of money as may be approved by the office of the housing expeditor."

TV AT UTAH U.

KDYL-TV Assists in Course

TELEVISION production course is to be offered by the U. of Utah, Salt Lake City, in cooperation with Intermountain Broadcasting Corp.'s KDYL-TV. Students successfully completing the course, known as Speech 100, will receive one hour of university credit, Dr. C. Lowell Lees, head of the university's speech department, said.

Nine students have been selected to start the course. One or two will work each night as stage managers in the KDYL-TV studios. Students will be rated on their aptitude and ability by the station's production heads, and the reports will be forwarded to the university.

Course will be under the supervision of Prof. Robert T. Crawford, acting head of the radio division of the speech department.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

Commercial

VICKIE SMITH, formerly traffic manager at KYA San Francisco, has been appointed network sales representative for ABC.

MEL W. MERZ has joined KSGM Ste. Genevieve, Mo., as sales manager.

NORMAN BERGHOLM, on WMDN Midland, Mich., news and sales staff, has been appointed commercial manager of station. **SPENCER DENISON** has transferred from sports to sales staff of WMDN.

HENRY A. CURTH, former executive director of Junior Achievement Inc., has joined sales staff of WSB and WSB-TV Atlanta. Mr. Curth served Junior Achievement on assignments in Connecticut, Rhode Island, Louisiana and Georgia.

Mr. Curth

RAY DOUGHERTY and **HAROLD ROTHERT** have joined WCSI-FM Columbus, Ind., regional sales staff.

ROY H. PHILSON Jr., formerly on sales staff of WWSW Pittsburgh, has joined KQV Pittsburgh in same capacity.

TOM GAVIN, formerly with WEBC and WREX Duluth, Minn., has been appointed commercial manager of WIRL Peoria, Ill.

KOPP Ogden, Utah, has appointed the Friedenberg Agency, New York, as its national representative.

PAUL GIRARD, formerly of Girard Productions, New York, has returned to Texas to open Paul Girard Co., station representative for regional business, primarily in Texas and Oklahoma. Firm will also offer a consultant and production service.

WNHC-TV New Haven, Conn., has appointed The Katz Agency, New York, as its national representative.

HAROLD L. HAND has been appointed director of merchandising of WSAI Cincinnati. Mr. Hand plans to launch a merchandising and promotion campaign for food advertisers on Feb. 14, with a radio program and specialized training for grocerymen.

ROGER STICHT, formerly assistant program director of WWDC Washington, has switched to commercial staff of WWDC-FM and Transit Radio. **ED STERN**, former continuity editor, takes over Mr. Sticht's old position. And **DAR H. SHOPOFF**, formerly of the *Washington Post* advertising staff, has joined WWDC's commercial staff.

THOMAS R. DAVIS, sales representative at KGO San Francisco, has resigned to enter business selling TV sets and equipment. **GIL FREEMAN**, now with KYA San Francisco, will move into his spot at KGO Feb. 7.

LEON WRAY, Don Lee network account executive, is the father of a boy, Michael Doran.

HARRY A. WAPSHARE, office manager of WNJR Newark, N. J., and Virginia Marks Hasbrouck, have announced their marriage.

RMA SEMINAR

No Drop in Prices—Clague

RADIO manufacturers were told that as yet there has been no significant drop in the prices of industrial products from last autumn's peaks.

That report was made Jan. 20 to an Industrial Relations Seminar of the Radio Manufacturers Assn. at the Hotel Statler, New York, by Ewan Clague, Commissioner of Labor Statistics, U. S. Department of Labor. Theme of the seminar was "People-Produce-Profits!"

The decrease in farm products prices, the beginning of clothing sales and other sales of soft items do not indicate the prospect of a sharp break in the cost of living, he said, because rents and other factors tend to keep it up. He also discounted recent declines in employment and increases in unemployment as having developed to recession proportions.

S. N. Lev, manager of the home instruments division of RCA-Victor Division, told the seminar that worker productivity can be increased by 10 to 20% by efficient personnel management and that conversely a poor administration can cause it to decrease from 10% to zero, the latter level being reached when ineptness causes a shutdown through a strike.

Mr. Les Hannah
The Biow Company
San Francisco, California

Dear Les:

Jack Benny's ten cents come a-flying through here today in thet covered wagon an' vault which is the CBS promotion fer infantile paralysis. Bein' a CBS affiliate, WCHS hopped right to it with their usual tiger'ish promotional zeal . . which makes sure ever-body in an' around Charleston, Wes' Virginia knows that WCHS is 580 on yer dial with 5000 watts. . . Had a big parade with a couple a' broadcasts—did things up right, jest like WCHS does fer their advertisers. . . Guess mos' people round here know its time to donate t' th' march o' dimes . . er th' parade o' pennies as Benny puts it.

Yrs.

Algy.

WCHS

Charleston, W. Va.

GRANT TO EUGENE

1 kw Fulltime on 1280 kc

NEW FULLTIME standard station was granted by the FCC last Monday to Eugene Broadcasters Inc., Eugene, Ore., associated in ownership with local daily *Register-Guard*.

Facilities awarded are 1 kw fulltime on 1280 kc with directional array at night. Estimated cost of construction is $32,570.

Guard Pub. Co., publisher of the *Register-Guard*, is 54.5% owner of Eugene Broadcasters. President and 1.4% owner of the grantee is Alton F. Baker, president and 63.5% owner of the publishing firm. Mr. Baker also has minor interest in Tribune Pub. Co., Tacoma, Wash., which owns KTNT (FM) there.

William M. Turgman, *Register-Guard* managing editor, is second vice president and 1.4% owner. Like interest is held by Sam Bronaugh, paper's business manager, as treasurer. Earl R. Meissner, owner, United Supply Co., Portland, Ore., and radio engineer, is first vice president and 25.8% owner. Roger J. Houglum, instructor at Eugene Vocational School, is secretary and 15.5% owner.

WPJB (FM) Providence, R. I., has extended its operating schedule from an 11 a.m. sign on to 7:30 a.m. weekdays, and 9 a.m. on Sunday. Sign off is at 11 p.m.

Promotion

AS promotion stunt, KGO San Francisco has fixed its postage meter to print on all outgoing mail short advertising box plugging an ABC or KGO program. Current ad promotes the *Richfield Reporter*. Recently a listener in Willits, Calif., wrote to John Harvey, whose *Home Digest* and *Home Institute* programs are heard daily on KGO at 6:30 a.m. and 12:30 p.m. respectively. The listener addressed his letter: John Harvey—American Broadcasting Co.—San Francisco.—The Richfield Reporter has switched to ABC. KGO 810.

A Good Grip

"TO GET a Firm Hold on Kansas Sales, Hire WIBW (Topeka)" is title of station's promotion piece which features a plastic and metal egg holder. To open a hot boiled egg hold it with this gadget, and . . . "to open up a hot sales record in Kansas, hire WIBW," is the message the station offers. It also states that more "Humpty Dumpty" egg holders are available.

Newspaper Assistance

WHEN television arrived in San Francisco, Bay Area newspapers went all out to promote the "new baby." The Oakland *Post-Enquirer* published a 14-page supplement on Christmas Day, containing news and notes about radio and television and lots of ads. The San Francisco *Chronicle* followed with the same type of supplement early this month. And the San Francisco *Call-Bulletin* is selling papers with a give-away contest gimmick—"complete the following sentence in 50 words or less—I would like a television receiver in my home because . . .—and win one of ten TV sets." Meanwhile KPIX (TV) San Francisco reports the number of TV sets in the area has more than quadrupled since it took the air in mid-December. By Jan. 1, station reported some 3,500 sets had been installed. Figures were compiled by Northern California Electrical Bureau.

To Keep Them Informed

A SPECIAL weekly bulletin to each member of Edward J. Petry Co., its national sales representative, is latest promotion stunt of KOIL Omaha. Letter carries notices of time availabilities, business prospects and a reproduction of current advertisements, such as its car cards promoting the *GE House Party*.

Traffic Problem Contest

CONTEST on "How to Eliminate Atlantic City's Traffic Problems," has just been completed by WFPG Atlantic City. To promote the stunt WFPG placed thousands of "traffic tickets" on windshields of parked cars. Contest was started on Sheldon Gross' *Town Crier* program, and Mr. Gross, news and special events director of the station, announced that Herbert Elliott was the winner. Mr. Elliott received $400 dollars in prizes and a special plane trip to New York, including a guest appearance on *Stop the Music*.

Everyone is Switching . . .

TIE-IN promotion of CKEY Toronto provided the news that its *Mickey Lester Show* was changing its time period. For one week prior to the switch, Mr. Lester interviewed prominent Toronto citizens, such as Mayor H. E. McCallum and the chief of police. Conversation at each interview was deftly maneuvered around to the fact that Mr. Lester was moving his disc show from 11:05-12 p.m. to 8:05-9 p.m. spot. On the day the change took place the Toronto *Star* carried four ads, each with a heading to the effect that someone was "switching" . . . "Mayor McCallum Switches to Mickey Lester's New Time . . ."

PERSONNEL

BOB COVINGTON, promotion manager of WBT Charlotte, N. C., has been elected vice president of the Charlotte Advertising Club.

SPRAGUE VONIER, WTMJ-TV Milwaukee promotion department, is the father of a boy, Thomas Victor.

ELL HENRY, publicity director of ABC's Central Division, has been appointed a member of Chicago Assn. of Commerce publicity committee.

WILLIAM TUSHER, of ABC Hollywood publicity staff, is the father of a boy, Mark.

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RADIO CONSULTANTS

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

With lighted billboards, such as the one above, KVOO Tulsa calls attention of passersby to the "stars" of its NBC programs. Ten such billboards are on display throughout the city. Each month different NBC "stars" are featured.

CKNW THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"
CALL FORJOE • In Canada, RADIO REPS

FRENCH RADIO

Operations May Be Cut 20%

FRENCH National Radio (Radiodiffusion Francaise) is in for a 20% cut in its 1949 operations unless Parliament undergoes a quick change of heart, it was reported Wednesday by Robert Sturdevant, ABC Paris correspondent. Unless additional funds are made available, it is expected that either reconstruction projects, including television, will suffer or program expenditures will be cut. The latter alternative appears more likely, said Mr. Sturdevant.

Meanwhile, Radiodiffusion announced a six-day "Carnival of the Airwaves" in Nice at which it will propose creation of an International Radio University. Forty foreign radio men, including representatives of ABC, NBC and CBS in Paris, will attend the event, scheduled Feb. 19-26 in connection with the regular "Carnival of Nice" held each year at the Riviera resort.

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager wanted. Must be experienced and willing to work. State qualifications, references, salary expected. WBET, Brockton, Massachusetts.

Texas station has opening for capable manager with sales ideas. Box 846, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. A real opportunity for the right man. Address Box 810, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Wanted—Sales manager, experienced, industrious, successful for Massachusetts station network affiliate. Excellent market. Send entire background, picture, requirements, availability first letter. Box 930, BROADCASTING.

Salesmen

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Salesman capable of taking over as commercial manager for ABC station in mountain division. Excellent secondary market. Associated with newspaper. Send full resume and application picture with first letter. Box 942, BROADCASTING.

Opportunity for salesman with push and ideas. Texas station. Salary and commission. Tell all. Box 844, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Salesman—Experienced in small market sales for 500 watt, daytime station in Connecticut. Write all details in first letter. All replies confidential. Write Box 987, BROADCASTING.

Experienced young time salesman for regional network affiliate. Salary-commission basis. Immediate opening. Box 957, BROADCASTING.

Salesman in exclusive radio market. CBS fulltime affiliate. Must possess good character, be energetic, with proven sales record. $300 month plus bonus over quota. This is an outstanding opportunity to an aggressive, experienced time salesman. Give complete details in letter to Norman Loose, Mgr., KAVE, Carlsbad, N. M.

Announcers

Midwestern station wants two experienced announcers. Salary commensurate with ability. Box 950, BROADCASTING.

Wanted — Experienced combination man. Must be good announcer and smooth operator. Not afraid of work. Good pay and conditions. Wonderful climate. No beginners or students. Kilowatt pending. Send disc and qualifications to Roger Spaugh, KOOS, Coos Bay, Oregon.

Announcer with first ticket. Experienced. Top pay. Housing. Air mail disc, photo. KPRK, Livingston, Montana.

Help Wanted (Cont'd)

Wanted—Three experienced announcers for AM & FM station Mutual affiliate, good working hours. No glamour boys or prima-donnas need apply. Box 933, BROADCASTING.

Combination announcer-engineer position available. If interested call or wire immediately. Box 999, BROADCASTING.

Station in class D pro league wants commercial announcer with play-by-play experience. Give experience, education, salary requirements first letter. Box 962, BROADCASTING.

Announcer wanted for independent station in central Michigan. Send disc, photo and salary requirements to WOAP, Owosso, Michigan.

Experienced announcer with first class license. Good voice, sober, mature. Send full details, picture and audition disc to WTAN, Clearwater, Florida.

Wanted—Announcer for 250 watt Mutual station in south. AM and FM operation. Wire if interested. Box 982, BROADCASTING.

Technical

Long established 250 watt Mutual station needs transmitter operator to act as chief engineer. Pleasant southwest city of 15,000. $60.00. Address Box 938, BROADCASTING.

Need two engineers with best references and experienced in studio and transmitter construction. FM and AM construction now under way. Address replies to Chief Engineer, WBUT, Box 271, Butler, Pennsylvania.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Engineer with some experience for AM and FM operation. Send photo and full details. M. L. Koerner, WSAM Saginaw, Michigan.

Wanted—Radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Wanted—First class engineer, no experience necessary. Call, write or wire Radio Station WHNC, Henderson, N. C.

If you are a combination engineer-announcer with experience and want to settle down in a small southern city with a local independent station, pleasant staff, good working conditions, and are willing to work, you are worth $70.00 for 48 hours with one day off, plus bonus and insurance, to us. Send photo, reference, experience and educational background. No beginners wanted. All replies confidential. Box 958, BROADCASTING.

Wanted—1st phone engineer with car. Experienced, excellent opportunity for advancement. Married man preferred. Radio Station WOOK, Silver Spring, Md.

Wanted — Experienced first class licensed engineer with knowledge of directional antennaes, rate $1.50 per hr. Write KGVO, Missoula, Montana.

Combination man with experience. ABC affiliate station. Rocky Mountains. Send disc, photo and references. Box 941, BROADCASTING.

Production-Programming, others

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Help Wanted (Cont'd)

Copywriter for Texas station. Tell all with samples. Box 845, BROADCASTING.

Continuity chief wanted. Tired of snow and ice? Then you'll want this job in the lower Rio Grande Valley of Texas, a rich citrus and agricultural area. Send full information in first letter as to experience, family status, salary expected and photo. KGBS (CBS affiliate), Harlingen, Texas.

Wanted—News editor with ability to gather and disseminate local news and edit wire copy. Must have college background and at least one year experience in radio. Also, ability to present news in pleasing manner. Reply WWHG, Hornell, New York.

Continuity writer—If you can write good commercial copy, here is a splendid opportunity in a network station with best chances for advancement. Excellent salary. Box 915, BROADCASTING.

Writers—Men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements: Two to four years' professional radio writing, depending on educational background. Starting salary $4242. Apply to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

Farm reporter—Do complete farm job for 5 kw station in famed Red River of the north valley. Must have ability to meet farmers and farm groups and knowledge of markets. Send full details to Box 931, BROADCASTING.

Accountant. Complete change for new property in Cumberland, Md. Should have previous radio experience. Write full resume first letter. WCUM, 510 Tower Bldg., Baltimore, Md.

Wanted—Program director for eastern metropolitan 20,000 watt station, experienced in small station operations, music, MC and adlib. State availability and salary requirements. Box 992, BROADCASTING.

Capital-associates wanted. Assist completing application new television broadcast station. Forming corporation. Advise amount your investment. Box 973, BROADCASTING.

Building staff for new one thousand watt station in south central Minnesota town of over ten thousand. Only experienced announcers, salesmen and program directors need apply. State experience, references and wages desired. Please include picture. An April one sign-on to cover a half million listeners. Manager, KNUJ, New Ulm, Minnesota.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

Experienced manager, 34, married. Fourteen years experience in announcing, programming, sales and management. Ex NBC staff announcer. Presently employed as manager local network station. Looking for larger market. Best references. Available March first. Box 940, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio. 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

Available as manager or commercial manager or combination, on short notice. Over fifteen years in commercial radio. Experienced in all phases of operation. Top references. Box 851, BROADCASTING.

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

Situations Wanted (Con'd)

Dick Evans, winner of two national promotional awards in the past year. 25% owner, member of Board of Directors, President and General Manager of WIZZ (pronounced whiz), now has WIZZ doing OK. Will retain stock ownership and board membership in WIZZ, but resign as President and General Manager if challenging opportunity as manager or consultant is presented. Must have sufficient time to orient replacement. Family man, two boys. University graduate, one year graduate study. Seventeen years broadcast experience in construction, technical, programming, sales, administrative and federal regulatory phases. Prefer managerial incentive plan. Career resume available. All replies confidential. Write Dick Evans, President, WIZZ, Wilkes-Barre, Pa.

Manager - engineer successful fifteen years in all phases of broadcasting can act as chief or just an extra ticket. Announce special shows, have complete background in all positions about a station. Married, reference, direct policy and system on programs that will increase income and audience. College graduate. Box 924, BROADCASTING.

Attention middle Atlantic: Program manager seeking position with local fulltimer. Young, versatile, vigorous veteran college graduate presently employed at 250 watter as PD. Available personal interview within 300 miles of Philadelphia. Box 928, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Is there a station in Florida or the southeast that would like to see local and national sales volume grow and grow—in spite of competition and obstacles? A station willing to pay the price to get a man who knows how to organize a station staff to get results? This man learned advertising sales the hard way—pounding the pavements for years, then directing his own sales crew, finally today he's running a big job for a big northern advertising agency. He has arrived. He is a success. He's not "looking for a job." He's being well paid to handle (and show others how to handle)—not thousands, but millions of dollars worth of advertising. But—he's grown tired of overcoats and snow shovels and ice on the highway. He wants to come home to the south where he won his spurs in sales—back where he can see the sun again and raise his family to recognize hot biscuits. Right now—while he's in the mood, some station or group of stations can talk to this man on the basis of $10,000 per year to start. (By summer, his natural price will probably be back to normal, so catch him now, between blizzards.). If you can recognize and use top management and sales talent and can pay the price to get action, write station manager, Box 979, BROADCASTING.

Manager-program director. Can bring order to muddled operation. Inspire employees. Hold confidence of sponsors. 12 years mike and production experience large and small stations. Present earnings $600.00 month. Desire position with present and future opportunities in permanent manager's spot. No shoe string operations. Promoter, producer live talent, folk music shows, stage and radio. Believe in showmanship to make profit and hold listeners, fair dealing and honesty to hold sponsors. Go anywhere cities over 100,000. Will consider smaller town with on the level proposition. Married, family, 41, ex-GI. Need further details. Box 998, BROADCASTING.

Manager—11 years experience in all phases of radio. Will buy part of station to $20,000 if desired. Interested only in financially sound station with owner who wants a permanent, stable manager. My record is proven as successful. Family man, 32 years of age. Full details on request. Box 9[illegible], BROADCASTING.

Radio chief of large nationwide public service organization, former program director, news director, foreign correspondent, available now due to deactivation of public relations radio branch. 21 years announcing, writing, producing. My record is proven as successful. Family man, 32 years of age. Full details on request. Box 998, BROADCASTING.

Radio chief of large nationwide public service organization, former program director, news director, foreign correspondent, available now due to deactivation of public relations radio branch. 21 years announcing, writing, producing. My record is proven as successful. Steady, reliable. Proved administrator. Best references. Seeks management opportunity. Box 997, BROADCASTING.

Situations Wanted (Cont'd)

Sales promotion executive, winner national awards, now employed 50 kw outlet in east but considering change. Proven promotion for AM-TV, sales presentations a specialty, also copy, layouts, surveys and creative ideas acquired by more than ten years experience in radio, bulwarked by top references. If my name was included here you'd recognize it immediately. Box 990, BROADCASTING.

Manager and commercial manager—My exceptional record speaks for itself in qualifying me as manager or commercial manager for your station. Experience in both large and small markets. I know you would be interested if you knew my background. Middle aged, best of references. Available at once. Box 991, BROADCASTING.

Salesmen

Salesman, 12 years, wants sales manager opportunity. No wonder boy, but a top business builder who gets business and keeps it. Congenial, honest, civic-minded, experienced every department but engineering. Nothing wrong with present job. Making very good money. Just looking ahead. Can invest $10,000 if necessary. Box 971, BROADCASTING.

Announcers

Announcer—Experienced ad-lib, board, want progressive station. Box 936, BROADCASTING.

Don't look here if you can't use an experienced announcer, 25, veteran, single, college graduate. Don't look further for newscaster, telequizer, man on street, wake-up jock, kiddie MC with writing, production and control experience. Don't delay your offer. Box 937, BROADCASTING.

Experienced sportscaster, play-by-play. Transcription will tell. East preferred. Box 944, BROADCASTING.

Seeking permanency, I offer 19 years experience as announcer-program director. Excellent references. Box 947, BROADCASTING.

Prominent morning personality seeking offer from large station on permanent basis. Box 948, BROADCASTING.

Announcer—Specializes in news. Wife's health demands job in southwest. Writes, edits, delivers news with finesse. Handles remotes, wire recordings, sportscasting, disc shows. College graduate, one year in radio. Employed in 5000 watt Ohio. Disc available. Box 981, BROADCASTING.

Top announcer, PD or both. 9 years experience met market. Strong on news, commercials. Will travel. Photo and disc on request. Box 945, BROADCASTING.

Established disc jockey available. Excellent background in radio and showbusiness. Style sells and appeals to all age groups. Now plying trade in eastern market, but seeks greater opportunity. Audition disc, background letter and publicity brochure upon request. Box 949, BROADCASTING.

Newsman, pleasing voice, good delivery. University graduate. 14 months experience with midwest station. Would like a position in a progressive station that appreciates value of news. Experienced in play-by-play basketball. Can gather, edit and write local news. Box 893, BROADCASTING.

Just a second! Announcer—2 years experience, good voice, single, 24, can operate console. Excellent references, prefer midwest, but will travel. Box 914, BROADCASTING.

Newsman - announcer, fully experienced, mature, sober, versatile. Seven years news background. Intelligent rewrite. Seeking permanency and good working conditions. Ross Edwards, Hotel Curtis, Cincinnati, Ohio.

Baseball announcer. Wire and live. Veteran, 24, single, college. Some experience. Consider all offers. Box 769, BROADCASTING.

Short, but varied announcing experience. Want better opportunity in east or Florida, must include deejaying. College education, excellent reference. Write for details. Box 927, BROADCASTING.

Looking for mail audience puller? Top flight all-round announcer available. Happily married family man, 30, sober, dependable. Hillbilly or popular music jockey, deep warm friendly voice, audition ready. Box 995, BROADCASTING.

Situations Wanted (Cont'd)

Desire staff announcing position. Thoroughly trained. Lots of ambition. Need experience. Disc, photo available. Box 932, BROADCASTING.

Want opportunity to prove ability to call all type sports. Family man. Experienced. Dependable. Box 966, BROADCASTING.

Capable, experienced announcer. Four years reporter, editor. Staff announcing, disc shows, acting, news and copywriting, newscasting. College graduate. Agreeable personality. Good voice. Will travel. Disc on request. Raymond Moore, 208 West Oak, Orrville, Ohio.

Announcer, versatile. Knows languages. Inexperienced. Will travel for audition. Live audition only. Box 996, BROADCASTING.

I'll sell your baseball games and announce 'em. Two years experience class D ball 250 watters. General announcing, programming, control board, script. Three years college, age 26. Own car, will travel. Prefer south or southwest but will consider any offer. Contact at once. Box 994, BROADCASTING.

Sportscaster. Presently doing college basketball play-by-play and nightly sports show, both sponsored. Desire similar situation with baseball and football play-by-play. Also experienced in minor sports and staff announcing. Discs, photo and references available on request. Box 969, BROADCASTING.

Announcer-engineer combination man, age 27, married. Thoroughly trained commercials, newscasting, disc shows. Good voice. Disc and photo on request. Box 975, BROADCASTING.

Announcer, good special events man, also can sell. Disc available on request. Married, reliable. Box 978, BROADCASTING.

Experienced announcer, news, disc jockey, write, plenty of ideas. Box 972, BROADCASTING.

Versatile announcer and control board operator, married, graduate School of Radio Technique, desires position on progressive station. Will travel, prefer east or south. Available immediately. Thomas C. Cole, 3209 S. 52nd Court, Cicero 50, Ill.

Announcer-producer seeks staff position in progressive city. Presently with network affiliate, major NE market. Wife, fashion expert. Can offer proven Mr. and Mrs. record production show. Box 968, BROADCASTING.

Staff announcer with good resonant voice. Thoroughly trained all phases. Seeks opportunity gain experience. Box 984, BROADCASTING.

Will stake reputation on ability to call sports. Sports director-announcer since 1941. Colorful and exciting play-by-play. Married, son five. Conscientious, dependable. Any locality. Box 965, BROADCASTING.

Technical

Engineer, inexperienced in broadcast field, first class ticket, good worker, willing to travel. Box 934, BROADCASTING.

Chief engineer, IRE man, extensive experience in supervision and operation of all phases of broadcast and communications engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class welcomed provided it is a progressive, well-equipped station. Best references. I. Q. 153. Available now, but could wait for CP, etc., if necessary. Please, all details in first letter including rough estimate of present and/or contemplated equipment valuation, also proposed salary. All inquiries answered and held confidential. Box 760, BROADCASTING.

1st phone, transmitter and console experience fourteen months, age 28, have car. Sober, conscientious, will travel. Box 765, BROADCASTING.

Engineer desires permanent, responsible, major market position. Aptitude for control, recording engineering. Four years experience, equivalent two years college. First class license endorsed 2¾ years satisfactory transmitter service, including five kilowatt, FM. Single, 24, veteran, New Englander. Available without car, two weeks notice. $55 minimum. Engineer, Room Twelve, Weslaco Hotel, Weslaco, Texas.

Situations Wanted (Cont'd)

Thoroughly experienced engineer available soon for either chief's job or operating in a large station. Box 809, BROADCASTING.

Engineer. Experienced AM, FM, construction, chief one year. Married. Available immediately. Box 866, BROADCASTING.

Engineer—Ten years experience. First phone. Institutional radio training CREI and RCA. Family man, good references. Desire connection with progressive station in New Mexico, Arizona, Nevada, southern California. State salary. James A. Arthur, 2632 Bard Avenue, St. Albans, W. Va.

Fourteen engineers available immediately, all with first phone. Five combination men in group. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State Street, Jackson, Mississippi.

Radio operator, 1st class, seeking a position in AM-FM or television station. No experience, willing to travel. Box 943, BROADCASTING.

Experienced chief engineer wants less announcing and more engineering. Sober, reliable, hard worker. Will do news, sports, play-by-play. Will travel for permanent job, $80 minimum. Two weeks notice. Box 923, BROADCASTING.

Assistant chief engineer—27, veteran, married, 2½ years experience, construction AM—13 kw FM, present position dormant. Write Box 925, BROADCASTING.

Engineer, first phone, second telegraph. Shipboard experience, graduate of top technical school. Married, desires broadcast job in New England area. Arthur A. Monahan, 439 Ferris Ave., Rumford, Rhode Island.

Experienced radio engineer desires position with television station. Eight years experience operation, maintenance and construction, broadcast and communications stations. Construction experience at two 5 kw broadcast stations. First phone, BSEE Degree, Kansas State College, member Eta Kappa Nu, married, have car, excellent references. Daniel Reed, 727 Thurston, Manhattan, Kansas.

Chief engineer, presently employed, desires change to progressive metropolitan station. Twenty years engineering experience includes all phases AM, FM and directional antenna installation, operation and maintenance. Box 967, BROADCASTING.

All offers appreciated for a 1st class phone engineer, experienced in AM and FM commercial broadcast and police communications, well experienced in FM receivers and transmitters. Box 963, BROADCASTING.

Chief engineer now employed in Florida station, 16 years radio experience, AM, FM, Fax, all phases maintenance and construction, accent on quality, above average announcer. Manufacturing supervisory experience. Box 976, BROADCASTING.

Engineer, recording, remotes, control, transmitter amateur, servicing, marine experience. Excellent reference. Single, car. Location unimportant. Box 988, BROADCASTING.

Chief engineer. Highly qualified experienced chief engineer will get your new station on air with minimum expense and trouble or can assume full responsibility for smooth and efficient operation of existing station. West coast. Box 986, BROADCASTING.

Transmitter engineer, experienced in operation and maintenance of all technical equipment. Present chief, married, reliable, steady, cooperative. Box 1a, BROADCASTING.

Studio engineer, female. Engineering experience. First class license. $65.00 a week. Box 983, BROADCASTING.

Engineer, first phone, wishes to secure position in radio station with future. Unmarried. Can also double as part-time announcer. Box 17a, BROADCASTING.

Chief engineer—experienced, sober, reliable. Will travel for permanent job at right salary. Box 2a, BROADCASTING.

Situations Wanted (Cont'd)

Operator, first license, four years broadcast experience. Want transmitter job. Location not important. Available immediately by time this appears. Age 30. Single. No car at present. References, including present boss. Lewis Sherlock, Box 1161, Plainview, Texas.

Chief engineer of kilowatt desires change. Excellent on construction. Experienced to 200,000 watts. Young hard-working family man. West preferred but job takes priority. Bruce Joyner, WDIG, Dothan, Alabama.

Production-Programming, others

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Program director-producer available. 4 years independent station experience. Last 4 years on NBC's famous cigarette program. Seeks progressive radio or television station. Box 897, BROADCASTING.

Lady continuity writer. University journalism graduate. Experienced commercial copy, formats, promotion. Single. South only. Box 264, Edgefield, South Carolina.

Program director-announcer, available two weeks, go anywhere. Young veteran, college graduate, 2½ years experience programming local network fulltimer. Will handle special events, sports, announcers. Experience setting up remote studios. Box 929, BROADCASTING.

Experienced, enthusiastic, young. Continuity editor, woman's director. Now creating result-getting shows and continuity in 7 station market. Real air personality with excellent voice and definite TV potentialities. Wants enlarged opportunity in Washington-Baltimore-Philadelphia area. Box 993, BROADCASTING.

Production man, music librarian, and traffic manager desires position with aggressive station in competitive market. Capable of producing shows that bring results. Reply Box 980, BROADCASTING.

Sports director. Television experience. Proven shows, play-by-play. Box 961, BROADCASTING.

Attract listeners with a personality. Young comedy star now doing clubs in east wants radio or television. Different voice, different comic appeal. Sure-fire for early, late, disc, quiz, comedy shows. Photos, disc and particulars on request. Box 960, BROADCASTING.

Idea woman for women's, children's, educational shows will consider combo with continuity. Student of radio school and advertising, 15 years teaching and personnel experience, 6 months women's editor. Outline job, state salary first letter. Lena Wing, Marienthal, Kansas.

Topflight news editor, announcer, wants to grow with worthwhile station. Box 959, BROADCASTING.

Combination man. Versatile, hardworking married man with first phone license. An announcer for 12 years. Experienced in ad-lib, remotes and self-produced programs. Capable of being program director. Expect good pay either in talent fees or basic salary. Now employed. Box 977, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

For Sale

Station

CP for sale in western city 50,000—5 kw directional for engineer and attorney's fees $6,500. Network affiliation available. Box 970, BROADCASTING.

(Continued on next page)

For Sale (Cont'd)

Equipment

For Sale: RCA 69-C distortion meter, 68-B audio oscillator, condition new $550 for both. Box 852, BROADCASTING.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months, WPIK, Alexandria, Virginia.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost $4,800. Will sell for $2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. General Radio modulation monitor, type 731-A, serial #539. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

Magnecorder wire recorder, model SD-1, frequency response within 2 DB from 50 to 10,000 cycles. 32 minute playback time. Now being used to record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire, spare belt and instruction book included. WTAG, Worcester 1, Mass.

Gates 25-A frequency control unit, brand new, never used, complete with Bliley oven, 1400 kc crystal. Make offer. KUGN, Eugene, Oregon.

Lehigh tower, 205 feet with side and top flights. Now in service and in excellent condition. Will be available about March 15. Purchaser to dismantle. WBAB, Atlantic City, New Jersey.

Presto K-8 recorder in perfect condition. Value $345 new, will take $250 or best offer. Box 964 BROADCASTING.

An excellent ruggedly constructed, easy to operate, fully FCC approved 250 watt AM transmitter. Out of use only because we went to 1 kw—two sets of tubes, crystal oven, spare power transformer in original crate, complete schematic diagram and instructions. Will sell cheap to move—make offer WJSW, Altoona Broadcasting Company, Altoona, Pennsylvania.

WEAM, now 5000 watt fulltime, has for immediate sale 1 kw Raytheon transmitter, model RA, frequency 530 to 1600. In excellent condition, has spare parts. Sacrifice at $5000. Blaw-Knox tower, 235 feet, tapered, self-supporting, grounded. Accept best offer. Contact Howard Stanley, WEAM, Arlington, Virginia.

Wanted to Buy

Wanted: Good used transcribed Christmas shows that can be sold for Christmas 1949. Box 843, BROADCASTING.

Will buy radio station. Price must be right. Box 974, BROADCASTING.

Wanted to buy—10 kw AM transmitter. Reply to Box 981, BROADCASTING.

Miscellaneous

For personnel — for jobs. National Radio Employment Agency, 6636 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

WANTED

Transcription Salesmen. Juvenile program, already well known with successful record. Protected territories open. Generous commissions. Tell us what other shows you are now handling, and the markets you cover. Address Box 955, BROADCASTING.

Help Wanted (Cont'd)

A SPLENDID

OPPORTUNITY

for

TRANSCRIPTION SALESMEN

If you are calling on radio stations, advertisers and agencies in the United States or Canada—here is an opportunity to substantially increase your income by representing two of the fastest selling syndicated programs in the Industry:

THE DEEMS TAYLOR CONCERT

and

TELLO-TEST

We are interested only in top calibre individuals familiar with sales problems related to local and regional station operations and who have the confidence of station personnel.

Here is an opportunity for increased income and increasing opportunities in the program field.

In replying please supply any and all information which will aid us in considering your application.

Radio Features, Inc.

75 East Wacker Drive

Chicago 1, Illinois

Help Wanted (Cont'd)

Production-Programming, others

RADIO WRITER-DIRECTOR

Wanted by 4-A Agency

THE MAN WE WANT may now be doing an all-round job for some radio station, or he may be a member of a large agency radio department and just waiting for the chance to be his own boss.

WHEREVER he is, he must be ambitious and ambidexterous for we want a man who can write hard-selling radio copy, supervise programs, produce spots and understand timebuying.

WE EXPECT TO POLISH some of his rough spots, but this man, as soon as he is ready, will be the radio and television director of an expanding eastern 4-A Agency (not New York) with growing radio and television billing.

SALARY starts around five thousand dollars per year. In addition, we offer bonus and profit sharing plans and the opportunity to work under pleasant conditions with a young, energetic staff.

WRITE and tell us your education, experience, family status, accounts you've written for, radio or TV jobs you've handled. If you can send samples, we'll return them promptly.

WE'LL ARRANGE AN INTERVIEW, if you look good to us. All applications are confidential; our entire staff knows about this ad. Write today!

BOX 954,
BROADCASTING

WANTED

PROMOTION MANAGER

. . . the promotion manager of one of the nation's leading CBS stations is slated for a higher post within the organization. If you would like a crack at his job which offers a good salary, generous budget, free creative rein and broad responsibility, write fully with references and samples of your work. All replies are confidential.

BOX 953, BROADCASTING

Experienced, not-too-young program director for independent AM-FM in midwest metropolitan market. Must have general knowledge of all program phases —commercial, sustaining, public service, news, sports, popular and classical music. Announcing ability not necessary. State all in first letter—experience, age, salary requested. Attach small photo. Present incumbent retiring for personal reasons. Write in complete confidence. Box 939, BROADCASTING.

Situation Wanted

Managerial

WANTED

I am interested in running a one to ten kilowatt station in Colorado, New Mexico, Arizona or California. I have nearly doubled present station's revenue in the last nine months. Additionally, I am the only news commentator and newspaper columnist in the region and would be especially attracted to a station owned by a newspaper. I can bring with me a basic staff, including a music director who is nationally famous as a vocal artist. I am 35, have a family and am concerned with a permanent position. Will consider annual salary of not less than $15 to $20 thousand, plus commission. First come will not be first served, as I intend taking my pick; money is not the primary consideration in relation to what you have to offer me. Gentlemen, do I hear any response to this one-minute commercial? BOX 956, BROADCASTING.

Situations Wanted (Cont'd)

GENERAL MANAGER
OF KNOWN 5 KW BASIC STATION

in eastern major market contemplating change in broadcasting or to allied field. Excellent record. Strictest confidence. Preliminary contacts only via correspondence through personal representative. Box 989, BROADCASTING.

Announcers

CAN I HELP YOU?

Widely experienced man seeks position progressive station major market. ALL types announcing, sports, some program and TV MC. Knowledge production direction TV. Work any department, know how. Reference former employers. Married—college. Ability start top or bottom.

BOX 860, BROADCASTING

Production-Programming, others

Program Director-Producer desires association with progressive station in metropolitan area having TV affiliation. Can handle any AM production job; preferably special events directorship at minimum net of $75 weekly. Looking for opportunity to learn TV production.

Current management is aware of this application; regrets desire for change, but will furnish highest references. Have accomplished aim set with present organization a year and a half ago after putting station on the air. Now desire change to fulfill primary ambition. Married beautiful blonde after graduation from college four years ago. BOX 946, BROADCASTING.

Employment Service

OPENINGS — N-O-W!

*9 managers	*41 announcers.-engineers
*34 announcers.-deejays	tech.
*18 chief engineers	*31 time salesmen
*12 announcers.-salesmen	*53 tech. engineers
*16 prog. dir. & producers.	(AM-FM-TV-FAX & Recording)
*23 script-copywriters	
*16 sales managers	

DON'T DELAY—CONTACT T-O-D-A-Y:
R.R.R.-Radio-Tv Employment Bureau
(Industry's Oldest)
P.O. Box 413, Philadelphia 5, Penna.

School

The **SCHOOL** *of* **RADIO TECHNIQUE**

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

FOR SALE

600 Foot Tower

At greatly reduced price one 600 foot Blaw-Knox galvanized steel guyed tower. Uniform cross-section up to 400 feet thence tapering to top (600 feet). In perfect condition, ready to ship. All cables, insulators and lighting equipment conform with CAA regulations.

Can be used for AM, or to support FM or television radiator with net height of 575 feet or less, with slight modification proposed by Blaw-Knox Company. First come—first served. Wire or write for additional details.

STATION WMC
MEMPHIS, TENNESSEE

For Sale (Cont'd)

For Sale: RCA 250 watt transmitter. Modified from 100E to 250E with RCA conversion kit. Used as an auxiliary on 620 kc. One crystal oven with provision for another. Excellent condition. $900.00. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

TOWER
SPECIAL
PRICE
IMMEDIATE DELIVERY
FM or TV
Tubular Steel
Triangular
Guyed
Many Now in Use
Write-Wire-Phone
Houston Radio Supply Co., Inc.
Clay @ LaBranch
Houston, Texas
Phone C-9009

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
9051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

BOX 905, BROADCASTING

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited — immediate action.*
Mutual Radio Features
211 N. Allen St.
Albany, N. Y.

CHARITY DRIVE
Salvation Army Uses TV

THE POWER of television as a fund-raising medium was put to test for the first time Jan. 12, when the Salvation Army launched its 1949 Annual Maintenance Appeal in Greater New York with the co-operation of WJZ-TV New York, ABC's key eastern outlet.

The $1.1 million drive's inaugural meeting was held in the Rainbow Room atop New York's RCA Bldg. Five ABC television cameras were used to pick up every phase of the meeting.

Speakers included New York's Police Commissioner Arthur W. Wallander; Commissioner Donald McMillan, territorial Salvation Army commander; Ivor Kenway, ABC vice president, and Nick Kenny, columnist and song writer.

* * *

DURING WJZ-TV telecast, Clark Agnew (r), noted illustrator of Lennen & Mitchell art department, showed the poster he created for Salvation Army fund drive to Comr. Donald McMillan (l) of the Salvation Army and Ray Vir Den, L & M president, who is serving as 1949 campaign chairman.

On All Accounts

(Continued from page 10)

ered Wendell Willkie's southern campaign and accompanied Gov. Dewey to Chicago for the 1944 convention.

After that, handsome prematurely grey-haired Les Harris switched from special events to production with CBS in New York. He served in that department on such shows as the Frank Sinatra program, Kate Smith Show, Burns & Allen and others. He also directed the Morton Gould *Cresta Blanca Carnival* in a free lance capacity.

Joining Benton & Bowles, Mr. Harris directed and produced *Portia Faces Life, Glamor Manor, The Prudential Family Hour, Topper, When a Girl Marries, Rosemary,* and *Perry Mason.* Rising to the status of one of the outstanding producers in the country, Mr. Harris last Nov. 15 was selected by the agency as head of its radio operations. In his new capacity he supervises all the above shows. Mr. Harris has also produced two television programs, *Try and Do It* and *Meet The Press.*

The Harris'—she is the former Rosemary Cox—have been married for eight years. They have two children Christopher, 5, and Leslie, 18 months. The family live in their own home in Old Brookville, L. I., when they also own a boarding stable for race horses and about 52 acres of pasture. Mr. Harris lists horse back riding as his only hobby, but intimates confide that the versatile Mr. Harris has been known to knock out a television set or two in his spare time.

May Use Radio

PETER F. HAGAN, recently elected chancellor of the Philadelphia Bar Assn., said the organization is considering a radio series to dramatize its newly established Lawyers Reference Service. In its first seven months the service represented 1,700 clients who otherwise would have been unable to pay for legal service, Mr. Hagan said.

U. OF CHICAGO, TULSA
Work With NBC Show

THE U. OF CHICAGO and the U. of Tulsa have joined the *NBC University of the Air* in development of home study courses.

Other institutions of higher learning already associated with NBC in the project are the U. of Southern California, U. of Louisville and Washington State College.

The U. of Chicago will offer courses in world politics and economics, using its *Round Table* broadcasts on NBC (Sundays, 12:30 p.m. CST) as their core, said Sterling W. Fisher, manager of the network's public affairs and education department. Participation will involve listening to selected *Round Table* broadcasts, reading significant books and articles, studying selected problems, writing reports and receiving criticism from U. of Chicago instructors, he explained.

Certificates will be awarded on completion of the course.

At the U. of Tulsa a home study course in Anglo-American literature, with the *NBC University Theater* as its core, will start Feb. 5. Study guides are available through the university, having been prepared by Dean E. H. Criswell of its college of arts and sciences.

Thanks, Mr. Autry

GENE AUTRY, who did his first work as a radio artist at KVOO Tulsa, got a thank-you letter recently from station's vice president and general manager, William B. Way. Commenting that several artists who have made the big-time started their careers at KVOO, Mr. Way told Mr. Autry that "through the years you have never failed to mention KVOO in any article concerning your first days in radio." The letter was signed by Mr. Way and Gustav Brandborg, KVOO commercial manager.

Southwest Network Station

Located in one of the southwest's most healthful climates, this fulltime network outlet covers a trading area of approximately 500,000 persons.

Physical equipment is above average and this station has favorably established itself as an important factor in this very attractive market. Priced for quick action at $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Production

RON TUTEN has been appointed program director of WJHP Jacksonville, Fla.

PAT ELLIOT has joined WLEA Hornell, N. Y., as woman's program director. She will conduct daily, *Woman's World*, program.

BOB HILL, formerly production and program manager of Base Broadcasting Co., Scott Field, Ill., has joined KSGM Ste. Genevieve, Mo., as staff announcer and special promotions manager.

FAY CLARK has been appointed head of Women Broadcasters of United Nations. Miss Clark is with WBIS Bristol, Conn.

ETHEL I. PARKER, who lost her sight 29 years ago and who for past eight years has served as commentator on WLAW Lawrence, Mass., weekly program, *News and Notes for the Blind*, has been awarded a certificate of outstanding merit by the American Foundation for the Blind for rehabilitating the blind with her training program.

RAY STARR, formerly of KQV Pittsburgh, has been appointed program director at WAYX Waterloo, Iowa, where he has worked as publicity director since June.

CHARLIE LYNCH has joined WKZO Kalamazoo, Mich., as staff announcer. Other staff additions include ESTHER STULBERG as music librarian.

DICK HARVEY, formerly with WSAP Portsmouth, Va., has joined WVEC Hampton, Va., as m.c. of station's *1050 Club*.

PAT DOYLE, formerly assistant traffic manager of WWDC Washington, has been appointed continuity editor. BOB BRAND, former assistant music librarian, has been promoted to assistant traffic post.

JIMMY HINSON has joined announcing staff of WGCD Chester, S. C. He was formerly with WRON Ronceverte, W. Va.

PHYLLIS KNIGHT, formerly with WDWS Champaign, Ill., has joined WLBH Mattoon, Ill., as woman's director and continuity chief.

WALTER MITCHELL, winner of the Drew Pearson "I Speak for Democracy Award," has joined continuity department of WRBL Columbus, Ga.

LAN SINGER has joined WMID Atlantic City, N. J., as program director.

RALEIGH POWELL Jr. and FRITZ GIBSON Jr. have joined announcing staff of WTYC Rock Hill, S. C. Mr. Powell was formerly with WDEC Americus, Ga., and Mr. Gibson was formerly with WAIM and WCAC-FM Anderson, Ga.

MICHAEL KECKI, announcer, actor and director of Polish programs, has signed to do a daily two-hour recorded and transcribed Polish program on WLIB New York. News, drama, comedy, and special features in the Polish language will be presented.

HOWARD FLYNN, for past three years on KMPC Hollywood news and announcing staff, has been appointed chief announcer for station.

A. E. JOSCELYN, director of operations for Columbia Pacific Network, has been appointed radio chairman for 1949 American Red Cross fund campaign in Los Angeles.

DANIEL E. ANDERSON has been appointed station relations director of Broadcasters' Guild Inc., Hollywood. Firm also announced appointment of PR Inc., Beverly Hills, Calif., to handle all public relations and sales promotion for the Guild.

PAUL G. FUENTES has joined art staff of KFI-TV Los Angeles. He was formerly with Ad-Art Co., Los Angeles.

BILL DILLNER, producer-m.c. of *Midnight Flyers*, has left the all-night record request show at WEDC Chicago.

ISOBELLE JOB of KFI Los Angeles, and William A. Mitchell have announced their marriage.

in '49 it's 50
for Central California

KFRE
FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

More than a million—over a billion. It's a sweet story. Ask Avery-Knodel, Inc., representatives.

50,000 WATTS 940 KILOCYCLES

TRANSITCASTS

'Prospect' List Growing

TWO MORE major markets, Des Moines, Iowa, and Tacoma, Wash., have joined the rapidly growing ranks of cities where transitcasting is offered regularly to riders of public vehicles, Frank E. Pellegrin, national sales director of Transit Radio Inc., revealed last Tuesday.

In addition 12 to 15 other important markets are now on the "hot list," Mr. Pellegrin disclosed at a luncheon of the Washington, D. C., Advertising Club.

Among the prospects is greater New York, where an estimated 114 million rides are taken on 5,622 public vehicles each month.

Only technical difficulties, Mr. Pellegrin said, are delaying installation of FM receivers in public vehicles of the great metropolitan area. Transit officials there were described as being "keen" for the new medium and anxious to get installations underway.

Bill Ensign, New York sales representative of Transit Radio Inc., which maintains its home office in Cincinnati, expressed the opinion that two or possibly three stations might be required to furnish broadcasts to all the transit vehicles operating in the Greater New York area.

Two Added

Cooperating stations in the two latest markets to be placed under contracts are KCBC Des Moines and KTNT Tacoma.

Approximately 4,200,000 rides are taken monthly on the 300 plus vehicles of the transit firm in Des Moines and nearly 2,500,000 rides each month on the 136 busses of the line in Tacoma.

Contracts for transitcasting have now been signed to provide the service in 10 of the nation's large markets. These contracts ultimately will insure approximately 103,700,000 musically-soothed rides in more than 4,600 public vehicles.

Furthermore, there is not a major market in the nation in which negotiations have not at least been started, Mr. Pellegrin told ad club members.

Mr. Pellegrin termed the more than 90% acceptance of transit FM in cities where it has been tested "an astounding fact," which could not be rivaled by anything in the annals of advertising.

Bus drivers were identified by Mr. Pellegrin as transitcasting's "best boosters." Their fondness for the medium, he said, stemmed from improved dispositions and cooperativeness of riders.

FRANK A. D. ANDREW, president of Andrew Radio Corp., manufacturers of Andrea "Sharp-Focus" television receivers, inspects a section of one of his forthcoming sets.

MUSIC ON TAPE

St. Paul Co. Makes Machine

A MACHINE for the mass production of recorded music on sound tape has been developed by Minnesota Mining and Manufacturing Co., St. Paul, it was announced Thursday by W. L. McKnight, president of the firm.

Mr. McKnight called the machine a revolutionary new development in sound recording and described it as the first machine for the purpose to be perfected. From a master tape transcription, it can reproduce 48 hours of recorded music on tape in one hour. These pre-recorded reels of tape will be designed to compete with disc records for use in homes, broadcasting stations, schools and theatres, it was said.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Agencies

(Continued from page 8)

CHARLES H. FERGUSON, BBDO, San Francisco, appointed chairman of business committee of Advertising Assn. of the West. **ROSWELL COCHRAN,** McCann-Erickson, San Francisco, appointed head of public activities committee, and **GEORGE KLEISER Sr.,** Foster & Kleiser, named to board of trustees.

MARILYN S. EBNER, formerly assistant production manager of J. Walter Thompson Co., San Francisco, joins service department of Foote, Cone & Belding, same city.

E. Y. McNAMARA, former St. Louis and Jefferson City, Mo., newspaperman, joins public relations staff of Kelly, Zahrndt & Kelly, St. Louis.

HARRY LERNER resigns from Clem Whitaker public relations firm, San Francisco, to open his own public relations, campaigns and advertising office in same city.

ROD MacDONALD, formerly media director and account executive with Botsford, Constantine & Gardner, San Francisco, joins Robert B. Young Adv., same city, as account executive.

TOM A. ROSS, formerly account executive with Lockwood-Shackelford Adv., Los Angeles, joins Irwin-McHugh Adv., that city, in same capacity.

JOHN ROBB, formerly with NBC and ABC, New York, joins Mayers Co., Los Angeles, as director of merchandising.

DON C. JOHNSON, formerly with McCarty Co., Los Angeles, joins BBDO, same city, as account executive.

WALTER JENSEN, formerly wtih Packard & Packard Adv., Los Angeles, as account executive, joins Barton A. Stebbins Adv., that city, in same capacity.

SALLY WARD, formerly in production department Young & Rubicam, San Francisco, joins John O'Rourke & Assocs., same city.

JAMES KING, assistant producer of CBS *G. E. House Party* for Young & Rubicam, Hollywood, announces his engagement to Helen Oakey.

RICHARD G. ROTHLIN, traffic manager for Young & Rubicam, San Francisco, promoted to assistant account executive.

ZONABELLE SAMSON, formerly with Honig-Cooper Co., San Francisco, appointed radio timebuyer for Biow Co., same city.

FOOTE, CONE & BELDING, Hollyood, moves to new offices at 6233 Hollywood Blvd.

RHOADES & DAVIS, San Francisco, moves from DeYoung Bldg. to larger quarters at 79 Post St., fifth floor. Telephone remains Exbrook 2-6468.

ELLIOTT-DALY & SCHNITZER, San Francisco, moves to larger quarters on fourth floor, 256 Cutter St. Telephone remains Yukon 6-6374.

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

"POSTER CHILD" of the 1949 March of Dimes campaign, Linda Brown, is interviewed on *Club 1300* over WFBR Baltimore by Henry Hickman, m.c. Linda, age four, is from San Antonio, Tex. **[See 'March of Dimes' story, page 13]**

NAPRA MEMBERS
Discuss News Problems

PROBLEMS arising in the collection and distribution of news held the spotlight in a meeting of members of the Nebraska Associated Press Radio Assn. at North Platte, Neb., Jan. 21.

William J. Newens, state chairman of the group and general manager of KOIL Omaha, presided. A report of the association's news study committee was discussed by representatives of seven stations attending the meeting. E. E. Makiesky, correspondent in charge of the Omaha AP bureau, cited examples by which stations could increase their contributions of local news to the AP state report.

Those attending the meeting, in addition to Messrs. Newens and Makiesky, were:

Harry Peck, manager, KFOR Lincoln; Russ Stewart, manager, and Bob Hyde, news director, KNEB Scottsbluff; John Alexander, manager, KODY North Platte, and vice chairman of NAPRA; Charles Craig, news director, Joe Di Natale and Ed Launer, news editors, all of KODY; Ted Haas, news director, KOIL; Soren Munkhoff, news director, WOW Omaha; E. S. Neble, news director, KFAB Omaha; Lee Berg, news staff, KBON Omaha, and L. P. Yale, Des Moines, AP chief of bureau for Iowa and Nebraska.

AFM Intervenes

AS RESULT of American Federation of Musicians crackdown two San Diego stations, KYOR and KCBQ (formerly KSDJ) henceforth will pay instrumental soloists for appearances on sustaining as well as sponsored programs. Two guitar-playing folk singers, Clark Allen and Sam Hinton, and an organist, Danny Topaz, had been "donating" their services on KYOR and KCBQ sustainers and were paid on commercial shows. AFM, through its San Diego local head, Edward B. Wheeler, intervened. Stations are now "cooperating" by paying a quarter-hour fee of $6 sustaining and $9 commercial. None of the San Diego stations has a contract with AFM

News

DON DAVIS CAMPBELL, formerly with WHK Cleveland, has joined WAPI Birmingham Ala., as assistant sports director. **JOHN FORNEY,** who for past year has been doing sports and special events for station, has resigned, effective early next month.

DENIS SARTAIN, formerly with WINX Washington and WBUZ (FM) Bradbury Heights, Md., has been appointed chief of news bureau at WWDC Washington, replacing **FRED HOFFMAN,** who has joined Associated Press Radio in Washington.

ART SMITH, news director of WNAX Yankton-Sioux City, has been elected chairman of the public service bureau for Sioux City Chamber of Commerce.

MATT GUOKAS, former Philadelphia Warrior's basketball player and freelance sportscaster in that city, has joined WPEN Philadelphia as sports director.

ALVIN PIGG has joined WLBH Mattoon, Ill., as farm service director.

JAMES F. LEAMING, WFPG Atlantic City, N. J., sportscaster, was selected by a citizen's committee of 10 headed by Mayor Joseph Altman as the city's "outstanding Young Man of the Year," contest sponsored annually by city's Junior Chamber of Commerce.

TESTED SUCCESSFUL
Temperatunes
ARE MAKING MONEY FOR OTHERS

Why Not for YOU!

Nation Wide . . . Seattle, Washington. . . . Lubbock, Texas. . . . Hopkinsville, Ky . . . Olean, New York . . . and more than 150 other markets. Temperatunes are captivating radio audiences. . . Adding much to radio station profits. These clever 14 second jingles covering each degree of temperature from minus 40° to plus 110°. Puts that "Come On" sparkle into otherwise dry weather reports.

Stations are enthusiastic. . . Sponsors renew consistently. Temperatures are TESTED, SUCCESSFUL, and are making money for others! They will make money for you.

FREE COMPLETE DETAILS AND PRICES

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 131
CHICAGO 10, ILLINOIS.

I'll take a peak at the success stories and details of "Temperatunes" . . . without obligation of course.

Name.....
Address.....
City..... State.....
Station.....

Technical

RUSSEL SCHAFFER has been appointed chief engineer at KAYX Waterloo, Iowa. He replaces R. MOORE, resigned.

PETER WOLF has been appointed chief engineer of WMDN Midland, Mich.

BILL DOUBLEDAY, KWBR Oakland, Calif., has joined KWBR-FM as announcer and engineer. He replaces BILL EILERS who left Jan. 3 to join Air Force.

J. R. POPPELE, vice president in charge of engineering at WOR New York, has been re-elected to the board of directors of the Veteran Wireless Operators Assn.

HY RUBIN, staff engineer at WNJR Newark, N. J., is the father of a girl, Marilyn.

CHICAGO FM

Listening Survey Made

FM LISTENERS in the Chicago area tune in their sets 69.4% of their total radio listening time, it was revealed in a special survey conducted by Mary Feil, senior in the Department of Speech at Northwestern U., Evanston, Ill.

In querying 1,000 persons in the area, Miss Feil found that 98 persons devoted 90% of their time to FM, 57 give 80% and 40 listened 70%. Only two listened 5% of the time, with 13 tuning in 100%.

FOR A BETTER . . .
MERCHANDISING
PROMOTION
AND SELLING JOB!
★
IN FLINT, MICHIGAN, IT'S . . .
WBBC
1000 WATTS UNLIMITED
★
2ND HIGH HOOPER
IN LESS THAN A YEAR
Summer '48 Index
★
A BOOTH STATION
That's Going Places With
MUTUAL
W. ELDON GARNER
Commercial Mgr.
Nat. Rep. Forjoe & Co.
WBBC
1330 KC

FITZGIBBONS PLAN

TBA Rejects Proposal

TELEVISION Broadcasters Assn. has rejected the "Television Guild" plan of cooperative advertising by video set manufacturers on TV stations proposed by L. O. Fitzgibbons [BROADCASTING, Jan. 3].

Mr. Fitzgibbons, then commercial manager of WOC Davenport, now general manager of WXLW and WXLW-FM Indianapolis, suggested that each TV set-maker contribute 3% of his retail sales to a pool to be used for the sponsorship of programs on TV stations. He predicted the plan would create more and better TV programs, give an assured income to stations and stimulate the sale of video receivers.

In its reply, dated Jan. 26, TBA said that Mr. Fitzgibbons' proposal had been studied by the TBA board and that comments also had been solicited from the association's manufacturer members.

"It was the consensus of the board, as well as the manufacturers, that the plan, broadly speaking, is not feasible and while the motives—improvement of program quality—were commended, it was felt that quality programming will be a natural adjunct of industry expansion," the TBA letter to Mr. Fitzgibbons stated.

"As a matter of fact," the letter continued, "the quality of programming in areas where television station operations are on the increase and receiver distribution is mounting, has vastly improved in the short space of a year. This trend is not only likely to continue, but will spread to sectors where television service is just beginning, or about to be launched.

Negative Aspects Weighed

"Negative aspects of the proposed project were held to be weighted greatly against the advantages of better programming, which, it was felt, would come even without adoption of your plan. Sacrifice of the competitive aspects of advertising—the lifeblood of free enterprise and the reason for American leadership in world trade—was one compelling factor working against the proposal.

"Another was the well-grounded contention that the American system of broadcasting has always been free to the listener and should remain that way for the viewer. The potential television set owner might understandably resent the 'tax' on his set purchase, even though he were to be told the additional fee would mean better programming. Manufacturers today are concerned with the problem of reducing the cost of receivers and are working to provide methods of making more simple installations so that prices can be brought down.

"In the final analysis, a number of major television receiver manufacturers are already appropriating large sums from their advertising budgets for the presentation of high quality television programs on local stations and on networks. These manufacturers include General Electric Co., Philco, RCA, DuMont and Admiral, among others. You can be certain that these budgets will continue to expand as television moves from the more populous East to the communities west of the Rockies."

MANUFACTURING

Firms' Profits, Sales Up

U. S. manufacturing corporations showed an estimated aggregate net income after taxes of $2.9 billion during the third quarter of 1948, according to the quarterly report released Friday by the Federal Trade Commission and Securities and Exchange Commission. Compared with the preceding quarter, the report shows an approximate $60 million profit rate increase.

Total sales of all corporations for the July-September period were placed at $42.1 billion, a 3% rise over the previous quarter, while costs and expenses amounted to $37.4 billion. Of the $4.6 billion net before taxes, $1.7 billion was provided for Federal income taxes, $1 billion for dividends, and $1.9 billion was retained as corporate earnings.

Total assets of all manufacturing corporations were estimated at $106.7 billion at the end of September 1948. On stockholders' equity, industries showing highest rates of return were motor vehicles and parts, lumber and wood products, and petroleum and coal products.

KLER ROCHESTER

Personnel Is Announced

PERSONNEL assignments for KLER Rochester, Minn., an ABC affiliate, owned and operated by the Rochester Broadcasting Co., have been announced.

President of the full-time outlet which commenced operation on Dec. 1 on 970 kc, 500 w daytime and 1 kw night, is Alice P. Mayo. Personnel includes C. T. Hagaman, general manager; Robert Bouchier, program manager; Robert Fick, commercial manager; Boynton Hagaman, chief engineer, and Elizabeth Gahre, director of publicity and promotion. Studios are located in downtown Rochester, at 229 First Avenue SW. The station is represented nationally by Adam J. Young Inc.

Turntable

ARTHUR E. SUTTON has been appointed general sales and production manager of Broadcast Productions Inc.

FREDERIC W. ZIV Co., Cincinnati, Ohio, has announced that its *Cisco Kid* will be available via open-end transcriptions in March 1949. Program is currently heard on Don Lee network under sponsorship of Interstate and Kilpatrick bakeries in California, and cooperatively on rest of network. Program will continue on Don Lee as open-end series effective in March and will retain those sponsors above-mentioned.

SPENCE CALDWELL, for past four years manager of program division of All-Canada Radio Facilities, Toronto, has resigned to form S. W. Caldwell Ltd., to handle transcribed syndicated shows, scripts and handle radio advertising productions. Office will be in Victory Bldg., Toronto.

KSIJ Gladewater, Tex., has signed with FREDERIC W. ZIV Co., Cincinnati, Ohio, for five of its packaged productions. Contracts for 52 weeks were signed for half-hour *Wayne King Show*, *Philo Vance* and *Lightning Jim*; and quarter-hour *Old Corral* and the *Barry Wood Show*.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Lutz
DAINTY BRENDA LEE
On Records: Eddy Howard—Mer. 5208; Eastman Trio—Trilon 188; Don Churchill—Trilon 206; Jack Lathrop—Vic. 20-3119; Peter Lind Hayes—Dec. 24519; Jack Smith—Cap. 15328; Jerry Wayne—Col.*
On Transcriptions: Bob Grabeau—Capitol
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.
BMI

FCC Actions

(Continued from page 54)

Decisions Cont.:

Assignment of CP

WACA Camden, S. C.—Assignment of CP from Haygood S. Bowden to Camden Bcstg. Corp.

KEYE Perryton, Tex. — Assignment of CP from Van W. Stewart, Carl Ellis and F. B. Sumpter d/b as North Plains Bcstg. Co. to North Plains Bcstg. Co. Inc.

Transfer of Control

KTSA San Antonio, Tex.—Transfer of control of Sunshine Bcstg. Co., licensee, from Taylor Radio and Television Corp. to Gene Autry.

WEXT Milwaukee — Acquisition of control of WEXT Inc., licensee, by Lee K. and David Beznor, Gerald Barnell, Rosa B. Evans and Loraine A. Cromey from Sydney Charney, Fred Froede, Bruno V. Bitker, George Grabin, Arthur Meyerhoff and Ben Barkin.

KMAE McKinney, Tex.—Acquisition of control of McKinney Air Enterprises by George W. Smith Jr. from Clay E. Thompson Jr. and Noel E. Thompson.

License Renewal

WAYX Waycross, Ga.—License renewal AM station.

KGON Oregon City, Ore.—Same.

CP to Reinstate

Cannon & Callister Inc., Los Angeles —CP to reinstate CP new FM station KCLI Los Angeles.

Transfer of Control

KWIK-FM Burbank, Calif.—Acquisition of control of Burbank Bcstrs. Inc., licensee, by James H. and Alice I. Turns.

Request to Delete

WWDX The Passaic Daily News, Paterson, N. J.—Request to delete license for FM station and cancel call letters.

License for CP

KFDA-FM Amarillo, Tex. — License to cover CP new FM station.

WRZE York, Pa.—Same.

WTAG-FM Worcester, Mass.—Same.

WENE-FM Endicott, N. Y.—Same.

Modification of CP

KGLO-FM Mason City, Iowa—Mod. CP new FM station for extension of completion date.

KCKN-FM Kansas City, Kan.—Same.

KCFM Kansas City, Mo.—Same.

KFEQ-FM St. Joseph, Mo.—Same.

KBIX-FM Muskogee, Okla.—Same.

WBAP-FM Fort Worth, Tex.—Same.

KBTV Dallas, Tex.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Transfer of Control

KSAL Salina, Kan.—Acquisition of control of KSAL Inc., licensee, by John P., Fred M. and Sidney Harris.

Assignment of License

WDIG Dothan, Ala.—Assignment of license from Jesse M. Swicegood, J. P. Burnett and Lela C. Robinson d/b as Houston Bcstrs. to Jesse M. Swicegood and Lela C. Robinson d/b as Houston Bcstrs.

Assignment of CP

KCOI Coalinga, Calif.—Assignment of CP from D. O. Kinnie to Albert F. Main, Richard K. Newman Jr. and Forrest W. Hughes d/b as KCOI Bcstg. Co.

Modification of License

KIHO Sioux Falls, S. D.—Mod. license to change ant. parameters.

WOOK Silver Spring, Md.—Mod. license to operate 1590 kc 1 kw-D 100 w-N unl. instead of 1590 kc 1 kw D.

Modification of CP

WHBR Hanover, Pa.—Mod. CP to change from 1280 kc 1 kw D to 1280 kc 1 kw-D 500 w-N unl. DA-N.

January 26 Decisions . . .

DOCKET CASE ACTION

AM—1060 kc

Announced decision granting application of James A. Noe to change operating assignment of WNOE New Orleans, La., from 1450 kc 250 w unl. to 1060 kc 50 kw-D 5 kw-N DA-N unl. and dismissal of application of Deep South Bcstg. Co. for new station on same assignment. (Comr. Jones concurred; Comrs. Coys and Hennock dissented.)

January 27 Decisions . . .

DOCKET CASE ACTION

AM—1450 kc

Announced proposed decision to grant application of Richland Bcstg. Corp. for new station Richland Center, Wis., 1450 kc 250 w unl., engineering cond.

BY COMMISSION EN BANC

FM Authorizations

Authorized one Class A FM CP to station formerly holding CG; granted CPs to four FM stations for changes in facilities (see story, page 49).

Modification of CP

WHEN Syracuse, N. Y.—Granted mod. CP to change trans. location, increase ERP to vis. 27 kw, aur. 13 kw and make ant. changes.

WPTZ Philadelphia—Granted mod. CP to change ERP to vis. 18 kw, aur. 9 kw, change equip. and make ant. changes, and extension of STA to April 13.

License Extension

Placed on temp. license pending examination of qualifications of licensee in light of decision of Supreme Court in U. S. vs. Paramount Pictures Inc. (68 S. Ct. 915), following: Balaban & Katz Corp., TV station WBKB and exp. TV stations W9XBB W9XOE Chicago; Allen B. DuMont Labs. Inc., TV station WABD New York and exp. TV stations W1XUX W2XEM W9XQW W2XQX, W2XWV, W10XKT, W3XHC, W3XHD W3XWT W2XVT.

Assignment of License

KUGN KUGN-FM Eugene, Ore.—Granted assignment of license of KUGN and of CP for KUGN-FM from C. H. Fisher and B. N. Phillips d/b as Valley Bcstg. Co. to KUGN Inc., new corporation to be composed of assignor partner Fisher and Otley and P. R. Berke and C. O. Fisher.

KBST Big Spring, Texas—Granted assignment of license from Big Spring Herald Bcstg. Co. to Big Spring Bcstg. Co. for $265,000.

KFXD KFXD-FM Nampa, Ida.—Granted assignment of license from Frank E. Hurt & Son, partnership composed of Frank E. Hurt and Edward P. Hurt, to Frank E. Hurt & Son Inc.

License Extension

KERO Bakersfield, Calif. — Granted temp. extension of license to June 1 pending receipt of further information.

Hearing Designated

WFVA Fredericksburg, Va.—Designated for hearing application for renewal of license in consolidated hearing with applications of Winchester Bcstg. Corp. and Richard Field Lewis Jr. for CPs and application of Richard Field Lewis Jr. for renewal of license of WINC-FM, upon issue to determine qualifications of Richard Field Lewis Jr. to be stockholder in Fredericksburg Bcstg. Corp., particularly with reference to truth or falsity of charges made against Winchester Bcstg. Corp. by Lewis and of counter-charge against Lewis by Winchester; further ordered that license of WFVA be extended on temp. basis to June 1 pending decision in case.

License Renewal

Granted renewal of license for following stations for period ending Feb. 1, 1952: WNEB Worcester, Mass.; KCMC Texarkana, Tex.; KOOS Coos Bay, Ore.; KSIX Corpus Christi, Tex.; KYSM Mankato, Minn.; WESX Salem, Mass.; WKVM Arecibo, P. R.; WMFR High Point, N. C.; WTBC Tuscaloosa, Ala.; KDLK Del Rio, Tex.; KDZA Pueblo, Col.; KHAS Hastings, Neb.; KISD Sioux Falls, S. D.; KLWT Lebanon, Mo.; KPHO Phoenix, Ariz.; KSST Sulphur Springs, Tex.; KWNO Winona, Minn.; KWTX Waco, Tex.; KXLO Lewistown, Mont.; WFAS (and aux.) White Plains, N. Y.; WHBT Harriman, Tenn.; WJEF Grand Rapids, Mich.; WLOG Logan, W. Va.; WSKB McComb, Miss.; WTCJ Tell City, Ind.; WTHT Hartford, Conn.; WIRB Enterprise, Ala.; KSWS Roswell, N. M.

KGEK Sterling, Col.—Granted renewal of license for regular period.

KWTC Barstow, Calif.—Same.

WAUD Auburn, Ala.—Same.

License Extensions

Following stations were granted temp. extension of licenses to June 1: KBTM Jonesboro, Ark.; KGFJ Los Angeles; WBLJ Dalton, Ga.; WFTC Kinston, N. C.; WSOO Sault Ste. Marie, Mich.; WMOB Mobile, Ala.; WNOK Columbia, S. C.; KIYI Shelby, Mont.; WJOR Bangor, Me.; KFUN Las Vegas, N. M.; KNOW Monroe, La.; WOLS Florence, S. C.; KOAL Price, Utah; WAZF Yazoo City, Miss.; KGON Oregon City, Ore.; KGAK Gallup, N. M.; KXXL Reno, Nev.; KTRF Thief River Falls, Minn.; KEXO Grand Junction, Col.; WAYX Waycross, Ga.; WCBT Roanoke Rapids, N. C.; WDEC Americus, Ga.; WERC Erie, Pa.; WHTB Talledega, Ala.; KEVT Kerrville, Tex.; WTSV Claremont, N. H.; WLOF Orlando, Fla.; WBHP Huntsville, Ala.; WCOM Parkersburg, W. Va.

Petition Denied

KOB Albuquerque, N. M.—Ordered denial of petition filed by KOB requesting the Commission to rescind its order designating for hearing petition filed by John J. Dempsey and further requesting that the Commission dismiss Dempsey complaint; continued hearing in this proceeding to March 21, 1949 at Albuquerque. (Docket 8044.)

Waiver Granted

WNAM WNAM-FM Neenah, Wis.—Granted request for waiver of Sec. 3.12 and 3.208 of rules to permit origination of news and recorded programs at studios located at trans. site, while maintaining main studio at 101 E. Wis. Ave.

Hearing Designated

WHDH Boston and KOA Denver—Designated for hearing petitions of WHDH and KOA for reconsideration of Commission action granting mod. CP for DA changes to Champlain Valley Bcstg. Corp. (WXKW Albany, N. Y.) and for designation of said mod. CP application and permittee's license application for hearing, and for termination or mod. of authority for WXKW to conduct program tests, and for other relief; said hearing to be held in Washington at date to be specified, and made WXKW Albany party to proceeding.

Modification of License

KVVC Ventura, Calif.—Granted request for mod. license to change location of main studio, and for waiver of Sec. 3.30(a) of rules to permit identification of station as Ventura-Oxnard, Calif.

Hearing Designated

WLOK Lima, Ohio—Designated for hearing application for CP to make changes in vertical ant. and to mount FM ant. on top of AM tower, and to change trans. location (geographic coordinates only), and made WHBU Anderson, Ind., and WHIZ Zanesville parties to proceeding.

Western Massachusetts Bcstg. Co., Great Barrington, Mass.—Designated for hearing application for new station 1240 kc 100 w unl. and made WHUC Hudson, N. Y., party to proceeding (Comrs. Coy and Hennock for grant).

Petition Denied

Vulcan Bcstg. Co., Birmingham, Ala. —Adopted memorandum opinion and order denying petition requesting that Commission reconsider its action designating application for hearing and grant it without hearing.

Modification of CP

WHKC Columbus, Ohio—Granted mod. CP to (1) top-load three towers of six tower DA to improve efficiency, (2) increase N field at bearing of 207 degrees true, and (3) to specify #4 tower of DA system as alternate emergency D non-directional radiator; engineering cond.

Hearing Designated

KRKO Everett, Wash.—Designated for hearing application for CP to change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-N. (Comrs. Jones and Hennock voting to grant.)

BY THE COMMISSION

License Extension

WBNY Buffalo, N. Y.—Present license extended on temp. basis to June 1.

Modification of CP

WTVJ Miami, Fla.; A. Frank Katzentine et al.—Granted application of WTVJ for mod. CP in part, with ERP 1.45 kw vis. and 0.73 kw aur., and operating power output of 440 w vis. and 220 w aur. Also granted request for STA for commercial operation in part, with station to be operated at site specified in mod. CP, temp. ant. at 286 ft. above average terrain and ERP 2.2 kw vis. and 1.1 kw aur., for period of 90 days ending in no event later than April 17, 1949. Also granted application of WTVJ for extension of completion date to July 27, and denied related petition of A. Frank Katzentine et al. to designate completion date application for hearing in pending Miami TV hearing. (Comrs. Webster and Sterling not participating; Comr. Jones dissenting in part.)

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 27

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,920	1,866	262		475	281
FM Stations	704	226	698	34*	86	30
TV Stations	56	7	116		314	181

*12 on the air.

CALL ASSIGNMENTS: WPMP Pascagoula, Miss. (Crest Broadcasting Co., 800 kc 250 w day); WTVB Coldwater, Mich. (Twin Valley Broadcasters Inc., 1590 kc 1 kw day) KCRO Englewood, Col., switching from KENG (Colorado Broadcasting Co., 1380 kc 1 kw day).

TV APPLICATION

Toledo, Ohio — Community Broadcasting Co., Channel 3 (60-66 mc), ERP vis. 16.7 kw, aur. 8.4 kw, unlimited, antenna 500 ft.; estimated cost $199,000, first year cost of operation $120,000, revenue unknown. Applicant is licensee WTOL-AM-FM Toledo. Filed Jan. 25.

AM APPLICATIONS

Charlottesville, Va.—The Charlottesville Broadcasting Co., 1280 kc, 1 kw, daytime; estimated cost $18,000. Applicant is partnership of G. Russel Chambers, Washington, D. C., sales engineer for Gates Radio Co., one-third owner, and John W. Rollins, eastern shore auto dealer and part owner of Rollins Broadcasting Co., new AM grantee at Georgetown, Del., and applicant at Radford, Va., two-thirds owner. Filed Jan. 27.

Cleveland, Miss.—Cleveland Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost $17,313. Co-partnership: C. W. Capps, cotton broker; Lowry Tims, owner own firm which retails butane gas and appliances, and Cy N. Bahakel, owner WKOZ Kosciusko, Miss. Filed Jan. 25.

Greenwood, Miss.—Greenwood Broadcasting Co., 960 kc, 1 kw, daytime; estimated cost $18,000. Applicant is co-partnership of John C. Love, attorney at Kosciusko, Miss., and Cy N. Bahakel, owner WKOZ Kosciusko and part owner of new applicant at Cleveland, Miss. (See above.) Filed Jan. 27.

Monroe, La.—Dr. Frank P. Cerniglia, 1230 kc, 250 w, unlimited (Contingent upon KNOE Monroe changing facilities); estimated cost $14,083. Applicant has been dentist for 20 years. He filed and was denied applications for new station in 1929 and 1936. Filed Jan. 25.

Moundsville, W. Va.—James D. Sinyard, 1370 kc, 250 w, daytime; estimated cost $8,420. To November 1948 applicant was 50% owner and general manager WHBO Sulphur Springs, Fla. Filed Jan. 25.

Williamston, N. C.—S. S. Adcock, 900 kc, 1 kw, daytime; estimated cost $14,400. Applicant is new AM grantee at Fuquay Springs, N. C., and owner of radio and auto supply store in Lillington, N. C. Filed Jan. 25.

FM APPLICATION

Wichita, Kan.—The Municipal U. of Wichita, noncommercial educational low-power FM, Channel 201 (88.1 mc), power 10 w; estimated cost $1,995. Students of college have been operating carrier current campus station. Filed Jan. 24.

January 27 Applications . . .

ACCEPTED FOR FILING

Modification of License

KSWA Santa Maria, Calif.—Mod. license change main studio site.

Transfer of Control

KVOR Colorado Springs, Col.—Transfer of control of Out West Bcstg. Co., licensee, from Oklahoma Pub. Co. and Edgar T. Bell to Aladdin Radio and Television Inc. Also assignment of license.

KLZ Denver—Transfer of control of licensee, KLZ Bcstg. Co., from Edgar T. Bell, Herbert M. Peck and Inez K. Gaylord to Aladdin Radio and Television Inc. Also includes assignment of license for AM and CP for FM.

At Deadline...

BALLOTS FOR SECOND BMB STUDY GO OUT IN MARCH

DR. KENNETH BAKER, NAB research director, said Friday 650,000 ballots for second BMB study will go out first week in March.

Executive Committee of BMB met in New York Friday to discuss administrative problems, including top personnel, but no action was taken, according to unofficial word.

BMB announced two new FM subscribers (WCFC Beckley, W. Va., KWKH-FM Shreveport) and one new AM subscriber (KBOW Butte, Mont.) since Jan. 20. Total of 814 subscribers includes 658 AM, 135 FM, 13 TV, four national and four regional networks.

BMB's newly formed engineering advisory committee held six-hour exploratory session Thursday in New York. Committee chairman, Royal V. Howard, NAB director of engineering, presided. Others attending: William Duttera, NBC; Earl C. Johnson, MBS; William Lodge, CBS; Frank Marks, ABC. Neal McNaughton, second member representing NAB, was excused. Guests were: John Preston, ABC; William Wright, CBS; E. C. Page, consulting engineer; E. P. H. James, MBS vice president and BMB board member.

DAYTIME STATION GROUP RENEWS FULLTIME BID

DAYTIME Petitioners Assn. renewed bid Friday for fulltime instead of daytime-only operation on Mexican 1-A channels [BROADCASTING, Nov. 29, 1948], asking FCC to amend its rules and, meanwhile, to grant special authorizations so that stations on those channels may start nighttime service immediately.

Six channels, with total of 106 U. S. stations, are involved: 730, 800, 900, 1050, 1220, and 1570 kc. Under U. S.-Mexico agreement, they aren't used in this country at night. But DPA claims agreement has expired and that it prevents "full and efficient use of frequencies in the U. S." Petition of DPA, representing 31 stations, was filed by Leonard H. Marks, Washington counsel.

CLEVELAND GRANT UPHELD

FOR SECOND time, FCC Friday handed down final decision granting Cleveland Broadcasting Inc., application for new 5 kw Cleveland station on 1300 kc and denying Scripps-Howard Radio's request for same assignment. First decision, almost two years ago, was later set aside for further hearing. FCC preferred Cleveland Broadcasting (WERE-FM Cleveland) on basis of local ownership, integration of ownership and operation, and non-newspaper association.

BOGGS HEADS WMCA

NORMAN BOGGS, president and general manager of WLOL Minneapolis, joins WMCA New York Feb. 14 as general manager. Ralph L. Atlass, Chicago radio executive and owner of WLOL, becomes consultant to WMCA. Mr. Boggs fills vacancy left by resignation of Charles Stark last June.

HENNOCK TO ADDRESS AWB

FRIEDA B. HENNOCK, FCC member, slated to address sixth annual national convention of Assn. of Women Broadcasters of NAB, to be held March 10-12 in Drake Hotel, Chicago.

NUMBER OF STATION GRANTS BY FCC EXCEEDS 4,000

BROADCAST stations authorized by FCC topped 4,000 during 1948, FCC reported Friday. More than 677,000 authorizations of all categories were outstanding at year's end, increase of 69,000 over 1947.

Year end station totals in broadcast field were: AM—2,127, up 165 over 1947; FM—966, down 44; TV—124, up 51; experimental TV—182, up 91; educational—50, up 10; facsimile—2, up 2.

Commercial operator licenses were estimated to total 366,000, up 25,000. Nonbroadcast services gained nearly 5,000 aeronautical, 4,000 marine, 1,600 industrial and 1,000 land transportation authorizations. Total nonbroadcast, not including associated mobile units, exceeded 135,000.

Some 7,200 broadcast applications and 98,000 nonbroadcast applications were disposed of by FCC during 1948. Total of 106,000 were received, exclusive of operators.

AD COUNCIL BOARD OKAYS AID TO INDEPENDENTS PLAN

PLAN for cooperation between Advertising Council and some 400 independent stations to enlist radio support for public service campaigns was approved by council's board of directors.

Council would make available to non-affiliated stations, services and materials similar to those provided major networks, advertisers and agencies. Plan was proposed by NAB's Independent Stations Committee, Ted Cott, WNEW New York, chairman. Before presenting proposal committee surveyed independents to ascertain if they would devote time to subjects allocated by the council.

RADIO SET COUNT IN 1950 CENSUS URGED

COUNT of radio receiving sets—AM, FM and TV—in 1950 decennial census proposed by Rep. James I. Dolliver (R-Iowa) (HR 1958). Bill would give Secretary of Commerce authority to include these questions.

Rep. Dolliver told BROADCASTING Friday he realized Census Bureau ordinarily decides whether questions should be included in housing census but considers matter important enough to merit Congressional consideration.

Two House bills ask housing census but don't specify radio questions [BROADCASTING, Jan 20]. Senate has similar bill (see story page 29).

KEEGAN LEAVES WCFL

HOWARD KEEGAN has resigned as station manager of WCFL, Chicago Federation of Labor station, to devote time to Chicago television. Ken Carpenter leaves station sales staff.

Upcoming

Jan. 31: ASCAP Field Force convention, New York.

Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.

Feb. 1: American Television Society Film Forum, Museum of Modern Arts, New York.

Feb. 3: ABC Mountain and Pacific Area District Affiliates meeting, St. Francis Hotel, San Francisco.

Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.

(Other Upcomings on page 41)

'AIMS' STATION GROUP PLANS TO FORM CO-OP

FOURTEEN managers of 21 member stati... in Assn. of Independent Metropolitan Stati... took preliminary steps Friday to set up ... operative to meet network and TV competiti... Possibility of selling stations nationally ... representing selected markets was discuss... Two-day session, first formal meeting of ... ganization, took place at Stevens Hotel C... cago.

Delegates convened at call of Patt McD... ald, WHHM Memphis; Steve Cisler, WK... Louisville and Dave Baylor, WJMO Clevela... Also discussed was release of joint promoti... pieces on independent radio success stories, ... well as problems concerning personnel, pr... gramming and engineering.

Frank Pellegrin, sales manager of Trans... Radio, was scheduled to talk Saturday mor... ing. AIMS is chiefly an "idea exchange," sa... Mr. McDonald. Twenty-five additional me... bership applications being considered. Ne... meeting April 10 in conjunction with NA... Convention in Chicago.

Closed Circuit

(Continued from page 4)

(see page 23) seasoned observers see porte... of additional blasts that will be atomic in co... parison—relating to allegations of bungled T... and FM allocations, and of purported monop... listic pressures which resulted in suppressi... of color TV and in relegating FM to secondar... status.

ALTHOUGH no two observers are in agre... ment on substance of subcommittee repor... unanimous view prevails its phrase-turning a... rhetoric set precedent. While report a... thorship officially is credited to Senato... Tobey and McFarland, those close to co... mittee would gamble that Edward Coop... committee communications expert, did som... thing more than edit report before it went t... public printer.

ALTHOUGH it isn't publicly announced, ne... NBC policy would not preclude duplication o... clear channels which it occupies throug... owned and operated stations but would not p... along with Johnson Bill (S-491) proposal fo... 50,000 w ceiling on power.

NEGOTIATIONS of ABC for the video right... to the film of Gen. Eisenhower's life to be mad... by 20th Century-Fox Film Corp., begun las... fall and temporarily dropped when motio... picture company tried to buy ABC, have be... resumed and are nearly completed.

CONTRACTS are at signing stage for spo... sorship of *Preview* with Jinx Falkenburg a... Tex McCrary on CBS-TV by Philip Morr... Cigarettes through Biow Co., New York. Sho... will be presented Mondays 8-8:30 p.m. on CB... television network, with tentative starting da... mid-April.

SSC&B, New York, preparing television co... mercial for its client, Pall Mall Cigarettes, wi... campaign possibly to start in spring.

KWRZ Flagstaff, Ariz., has been sold f... $20,000 to Agnes McGillvra and S. J. Kirb... subject to FCC approval. Mrs. McGillvra h... been in commercial department of KOOL Pho... nix and previously in station representati... field. Mr. Kirby is engineer.

PROCTER & GAMBLE, which already ha... agreed to move Red Skelton from NBC to CB... next fall, considering similar move for *Life ... Riley* and *Truth or Consequences*.

Broadcasting's Best...

—now available from stock

These are the network favorites.

Year after year they serve more broadcast and television audiences than any other microphone. Yet, despite their overwhelming popularity, RCA's engineering continues to make both even better than before.

The 44-BX is the bi-directional type—designed for AM, FM, and TV studios where highest quality reproduction is desired. It provides high-fidelity output over the entire audio range—and is free from cavity or diaphragm resonance and pressure doubling.

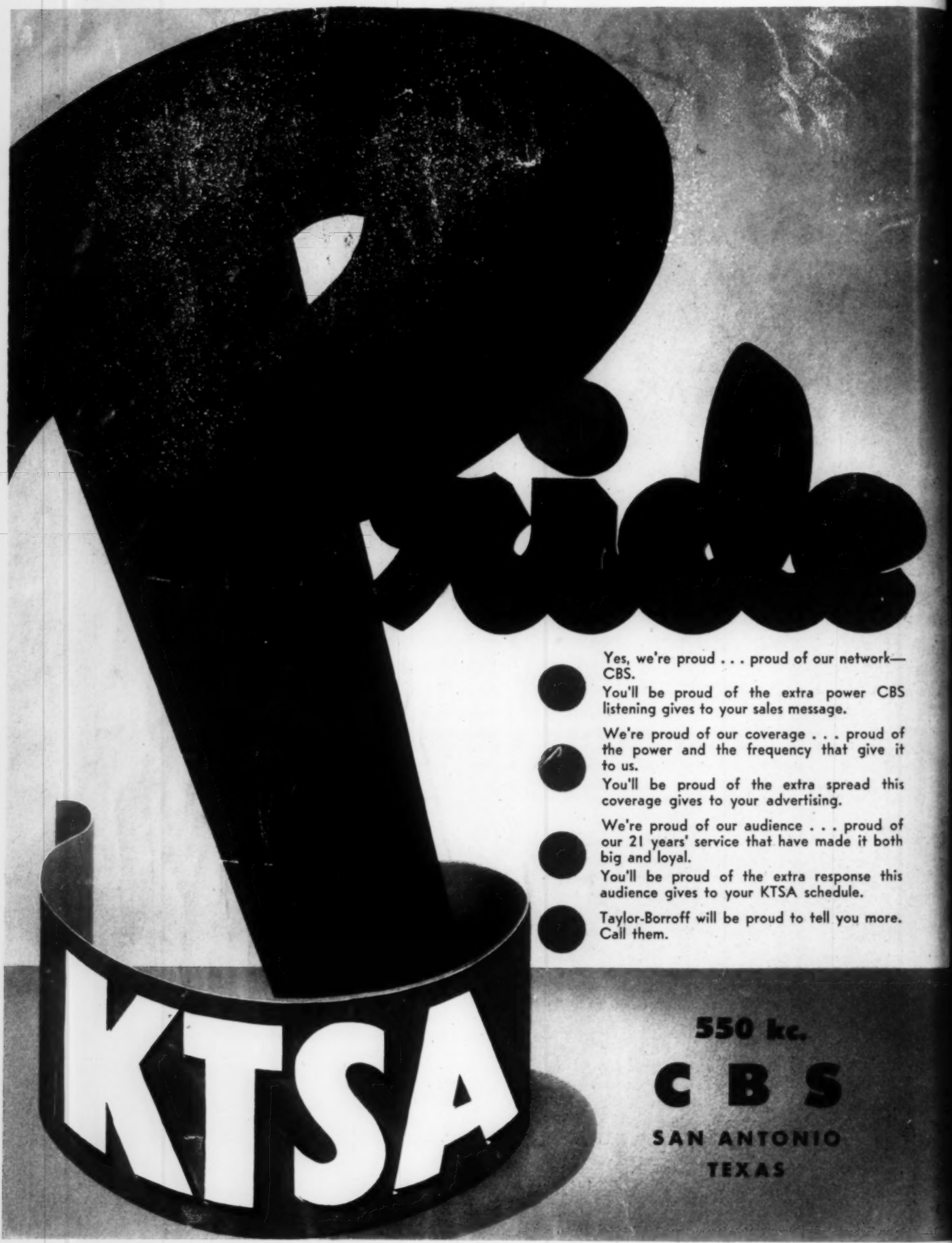
The 77-D is the polydirectional type . . . quickly adjustable to *any* pick-up pattern you want. A 3-position voice-music switch enables you to select the best operating characteristic for voice and music. *Hum pick-up level, —126 dbm!*

RCA 44-BX and 77-D microphones are yours for immediate delivery. Simply call your RCA Broadcast Sales Engineer. Or write Dept. 19 JB, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in BROADCASTING is RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Yes, we're proud . . . proud of our network—CBS.

You'll be proud of the extra power CBS listening gives to your sales message.

We're proud of our coverage . . . proud of the power and the frequency that give it to us.

You'll be proud of the extra spread this coverage gives to your advertising.

We're proud of our audience . . . proud of our 21 years' service that have made it both big and loyal.

You'll be proud of the extra response this audience gives to your KTSA schedule.

Taylor-Borroff will be proud to tell you more. Call them.

550 kc.

CBS

SAN ANTONIO

TEXAS

JANUARY 30, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

clearest

16% Clearer on WNBT

The face on the living-room screen is 16% clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . *and the audience to NBC.*

three to one

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

**Complete details on request*

NBC Television

THE NATIONAL BROADCASTING COMPANY

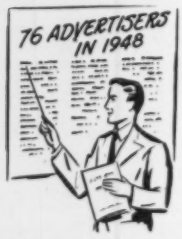
A service of Radio Corporation of America

WHAT'S NEW IN TELEVISION? *Take a Look at WPTZ!*

Speaking of Progress in Television...

ABOUT this time last year, we took a few minutes out for a look at the previous twelve months and all they had brought to Television Station WPTZ. What we saw was good. But what we see this year looks a whale of a lot better!

A year ago our sales department was mighty enthused over the fact that we had 38 sponsors on the books. As this is being written 76 different advertisers are buying time on WPTZ every week! There may be other television stations with more customers but offhand none come to mind.

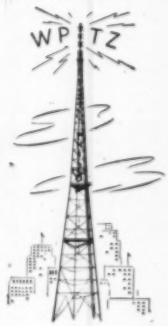


Moreover, the very first broadcast scheduled for 1949 (the Mummers' Parade) brought another brand new sponsor into the fold—Strawbridge & Clothier, a great department store, as Philadelphian as the parade itself.

1948 was a year of major technical improvements at WPTZ, too. Our 552-ft. tower went into operation in March to put our antenna higher than anything else in or around Philadelphia including the price of steak. Add to that our new up-to-the-minute transmitter (as we did in September) and the result is a superb television signal.

We also added a third complete two-camera mobile unit; full studio-orthicon and associated equipment; several new relay links; an additional relay site atop the Penn-Mutual Building—and at the moment they're putting what we hope are the finishing touches on our new studio facilities on the 5th and 6th floors of the Philco-Westinghouse Radio and Television Center. All new motion picture projection equipment will be part of the new studios. We also revised Philco's own New York-Philadelphia relay system to full micro-wave, two-way operation.

These improvements add up to one of the best equipped television stations in existence—and a pretty penny too, we might say.



A lot of new programs were developed at WPTZ during the year; Dr. Marshall and "The Nature of Things" for instance, to prove that science can be a fascinating and entertaining subject. During the year we uncovered Ted Steele as a television personality and won kudos from the industry for our operatic and dance programs.

All in all, there is a fairly general feeling around town that WPTZ has at least done its share in keeping Philadelphia the Number 2 television market in the country, with well over 100,000 home receivers in operation.

There's a lot more to the WPTZ story for 1948 and our plans for 1949—the eye opening success stories we have developed during the past twelve months, for one thing. Our sales department, or NBC Spot Sales, would like nothing better than to tell you about the station, its operation and facilities and how you can use it.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building
Philadelphia 3, Pennsylvania

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 31, 1949

EXECUTIVES of Sterling Drug study the figures at an advertising conference. Seated, l to r: Mr. Hill and Harvey M. Manss, vice president in charge of The Bayer Co. Division. Standing, l to r: E. I. McClintock, vice president, foreign trade; Stanley I. Clark, vice president in charge of The Centaur-Caldwell Division; and Dr. J. Mark Hiebert, vice president, assisting the president.

MR. SPONSOR EVALUATES

. . . . Video's Future for Sterling Drug

By JAMES HILL JR.
President
Sterling Drug Inc.

THE TROUBLE with television, from the viewpoint of advertising, is that it has disturbed the peace—of advertisers. Not that we find too many peaceful moments, at any time, in the conduct of our advertising programs. This phase of our business function is so important that we must give the most careful consideration to appropriations, media, campaigns — right down to the last commercial. At the same time, the introduction of a new medium now requires us to start learning anew many of the fundamentals of the business.

Our position advertising-wise can be compared to that of the 20's when radio came along to add a new dimension and to jar us out of routines. Those of us who had spent years learning about space and believed we had a pretty good idea of values and potentials suddenly found ourselves under the necessity of adjusting ourselves to the medium of radio or of suffering the consequencies of sales anemia.

We're going to have to do the same with television. Maybe, as some people say, television is nothing but radio with sight added. We can't afford to accept this assumption, however, because televisjon may not be merely radio plus sight.

Other people, the writer among them, believe television will prove as different from radio as radio is from white space. Following this concept, we might plunge into television fully determined to discard everything which has proved popular in radio. Yet if we clung stubbornly to this view, we'd find it mighty expensive if we turned out to be wrong.

Smugness Is 'Out'

So we're not going to be smug about anybody's ideas, including our own. We intend to move slowly while keeping our eyes and ears and, I hope, our minds reasonably open.

Yes, we've got some ideas to start with, although their nature is such that they can be changed on a moment's notice if it seems wise to do so. Personally, I incline to the belief that television will find its own expression, just as radio did. One look at radio today shows the extent of its evolution from primitive beginnings. Today, whether or not broadcasting, taken as a whole, meets the taste of this or that individual critic, it assuredly satisfies the public.

It took a generation for radio to mature. My guess is that television will move a lot faster. Nobody can say with certainty that any of the presently popular video shows will be alive five years from now; but even if a couple are, we have a right to expect that the face of television will be quite completely changed.

Television will surely develop its own forms, as did the theatre, radio, the silent and sound films and the other performing arts. In other words, I suspect television presentations will be, eventually, distinctive unto themselves rather than simple adaptations of radio.

That is why our present program, as regards television, consists in taking soundings and in experimentation. We've started with a five-a-week daytime video show * in the face of assurances from presumably wise men that daytime television will be a dud. Maybe so. We agree that the homemaker can't look at television and, at the same time, stir the soup or juggle the mop. But it also occurs to us that the human species has shown a remarkable ability to adapt itself to conditions.

If the homemaker wants badly enough to catch the afternoon television programs, she'll find a way to accommodate her desire. I remember when the smart money bet against daytime radio. Sterling was among the companies which pioneered in this field, with profit.

Television is subject to the same criterion as are the other media of advertising: It must pay. We're definitely interested in the effectiveness of advertising per dollar of expenditure. That's why, in this period of transition, we are concerned with the extent of our continuance in radio as well as with the nature of our first efforts in television.

Sterling's present plans for 1949 involve taking approximately $1,000,000 from radio and putting it into other media, including newspapers and magazines, as well as television. Developments might require more drastic change, but as of now we see no such indications. But we also note that more and more television sets are being manufactured and more and more listeners are telling Hooper that they are not only looking at television but are refusing to tune in radio. Will this fact be reflected in reduced rates for radio time?

It is already clear that advertising appropriations for television will have to be very high. To offset these fears, we are told that, as an advertising medium, television is going to outpull radio by five times, by ten times, even by a hundred times. That's fine.

But outpull for whom and for what? What type of products will advertise well through television? We know, or think we know, certain types of merchandise that do particularly well with radio promotion. Will nationally advertised brands such as ours do equally well on video? We hope to find out, as soon as we can. And we hope to do so, in this period of experimentation.

Furthermore, we want to determine what the total cost is going to be. It looks as though talent, rehearsal time and all the paraphernalia of a big-time show are going to run into staggering figures.

The objective of our company is to operate as a private enterprise in a free society in the interest of our employes' jobs, of a fair re-

(Continued on page 11 of Insert)

JAMES HILL JR., president of Sterling Drug Inc., is a certified public accountant with a master's degree in economics from Bowling Green U., Kentucky. A veteran of World War I who was wounded in the Argonne Forest fighting, he joined the Sterling organization in 1933 as comptroller. Previously he had spent seven years in Washington (1922-1929) as a tax accountant with the Treasury Dept.'s income tax unit. He was elected treasurer of Sterling in 1939, and became its president in 1941. Firm's growth since he assumed the presidency is reflected in a near-tripling of its sales—$47,678,024 in 1941, an estimated $135 million (audited figures not yet available) in 1948. Among the many Sterling products are Phillip's Milk of Magnesia and toothpaste, Mulsified Shampoo, Ironized Yeast, Bayer Aspirin, Double Danderine, and Dr. Lyon's toothpaste and powder.

* [Editor's Note: Since mid-December Sterling Drug has been sponsoring "Okay, Mother," an audience participation program featuring Dennis James, over WABD (TV) New York, Mon.-Fri., 1-1:30 p.m., EST.]

TV IS 'EVOLUTION'

Kurtze Answers Lewis

By LARRY KURTZE
Service Unlimited, New York

AS ONE of the young old-timers of radio I want to say a few thousand words about the addition of video to the broadcasting medium.

For that's just what it is.

Merely the addition of the visual element to the already existing techniques of audio broadcasting. Believe me, gentlemen, it is nothing new. It will not redesign the thinking of the world, nor will it yet cause any more sensation among the receptive public than the addition of sound to motion pictures. The coming of the age of television, just as the establishment of sound pictures, is evolution—not revolution.

Aural Radio's Contributions

For over a quarter of a century, now, aural broadcasting has entered the home bringing entertainment, disseminating news, extending information and offering enlightenment.

Can television hope to do more?

The ten basic types of radio programs, namely musical, news, dramatic, commentary, variety, comedy, quiz, interview, audience participation and sports, have been effectively used to encompass religious, educational, farm, home and public service; cultural and entertainment broadcasting, not to mention the needs of the advertiser.

Is there an eleventh or twelfth type of program that television can contribute? I think not.

There is no reason for television personnel to beat their heads against an iconoscope attempting to create a new "art form." In the first place, so called "art forms" are not the result of deliberate creation, but rather the unfoldment of substantial craftsmanship.

In the second place, it should be painfully evident to the television people that by taking the already proven forms of the aural medium and increasing their effectivity by exploring the visual possibilities they can put a finish to half the programming battle.

A note here, "exploring the visual possibilities" does not mean painting some scenery, getting some costumes, and turning a camera loose on the show.

No, it means probing into the basic program idea itself, discovering how video can heighten the overall effect, then carefully integrating the aural and visual so as not to destroy the basis of enjoyment of the broadcast medium.

And what is the basis of the enjoyment of the broadcast medium?

Well, all media of entertainment have a certain quality that is the psychological basis for their enjoyment. Enjoyment of the theatre, because of the physical proximity of the audience, is often attributed to the compelling personalities of the players. Motion pictures, both silent and sound, depend upon movement to make their audiences enjoy the films. And the actual enjoyment of broadcasting, both aural and video, depends upon intimacy. The good director attempts to make each individual listener feel as though he were actually eavesdropping on the scene taking place.

The point to remember is that in radio or television we are not dealing with one audience of thousands or millions but rather hundreds or thousands of audiences that average two to six individuals.

Intimate Group

These individuals are an intimate group and only as far away from the actual broadcast scene as they are from their receiver. Thus the broadcast fare served them must be designed and directed to make them a part of the play, bit, or sequence they are viewing.

Incidentally, Mr. Jack Weir Lewis [BROADCASTING, Nov. 29, 1948*] points to this when he mentions, as among the finest television programs he has encountered on his trip, WFIL's *Swap Shop* and KSO-TV's *It's a Hit*, both of them adaptations of standard radio devices based on intimacy of participants and listeners or viewers. Then he contradicts himself when he sums up his article: "Last, writers and directors had better stop thinking in terms of translating existing AM shows to TV. It won't work." He doesn't say why.

Now I want to agree with Brother Lewis. He accuses television people of neglecting sound. He's right—they not only neglect it and ignore it, they usually lack it where they need it.

Television, almost as a body, refuses to admit that, unlike motion pictures, the prime element of a telecast is the spoken word. Even in discussing commercials they use the old tooth of the saw about one picture being worth a thousand words.

They forget that the Chinese philosopher who dreamed that one up lived back in the days when brand names were unknown.

To make people ask for your product you have to make your brand name a familiar sound. And you teach them to pronounce it by constant aural repetition. That's one of the axioms that's made standard radio the terrific personalized selling force it is. Television dasn't be any different.

Texaco Success

Proof! According to the reports the Texaco commercial takes the sponsor identification sweepstakes on the East Coast network. And who does the commercial? A pitch-

(Continued on page 11 of Insert)

* Mr. Lewis, a representative of the Rocky Mt. Radio Council, reported on a survey of existing television stations and their programming.

LARRY KURTZE classifies himself as a "young old-timer of radio," backing the statement up with over 13 years experience in the industry. Prior to opening his own radio-television advertising production firm — Service Unlimited — in New York six months ago, he was radio and television director at Kuttner & Kuttner, New York, for over two years. In this connection he wrote, produced and directed for radio, video and motion pictures and handled publicity for the agency and its clients. Previously he was a writer, producer and director for WBBM-CBS Chicago; civilian consultant for the U. S. Army in Los Angeles and Washington; handled production and casting positions in Hollywood, and held various posts with WLS Chicago from 1935 to 1939.

Mr. Kurtze

KEY management executives of CBS AM and TV stations attending network's television clinic at the Waldorf-Astoria, New York, Jan. 21-23, found time for informal discussion between clinic sessions. Among groups of executives caught by the cameraman were these (all l to r):

Top photo—Leo Fitzpatrick, WGR Buffalo board chairman; Joseph H. Ream, CBS vice president and general executive, and I. R. Lounsberry, WGR president and general manager.

Second photo from top—Howard Meighan, CBS vice president and general executive; G. Bennett Larson, vice president and director of television, WCAU-TV Philadelphia, and Harry Witt, general manager, KTTV (TV) Los Angeles.

Third photo—Lawrence Lowman, CBS vice president and general executive; William B. Lodge, network's vice president in charge of general engineering, and E. K. Jett, vice president and general manager, WMAR-TV Baltimore.

Bottom photo — Gordon Hayes, Chicago Radio Sales, CBS; Arthur Hull Hayes, CBS vice president in charge of San Francisco office, and John Hayes, WINX Washington general manager.

DURING CBS Television Clinic in New York Jan. 21 [BROADCASTING, Jan. 24] CBS President Frank Stanton (l) and Wayne Coy, chairman of FCC, discuss the current television situation.

WGN-TV's FARE FOR THE FAMILY

SPORTS
NEWS
MOVIES
VARIETY
SPECIAL EVENTS
COMEDY
CHILDREN'S PROGRAMS
EDUCATION
DRAMA

WGN-TV
CHANNEL 9
Chicago

The EYES of CHICAGO'S FAMILIES are on WGN-TV!

Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone — no one is slighted.

Variety is the key word in WGN-TV's programming — there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on

WGN-TV
CHANNEL 9 · CHICAGO

THIS new television field car has just been delivered to WOW-TV Omaha, Neb. Built to specifications of the station's engineering department by Henney Motor Co., Freeport, Ill., the top deck has special clamps to hold camera and relay transmitter tripods and a port hole for camera and power cables. When not in use, the railing folds flat and the transmitter reflector can be bolted to the deck. A hydraulic leveling device levels the body of the car from any position and prevents motion while using the camera deck. Side windows are one-way mirrors which make it possible to see out but not in. The interior (center photo) is finished in leather and is fitted out with special cabinets to provide for storage of equipment. Exhaust fans control ventilation. For pickups not accessible to the mobile unit, the console dolly may be rolled down the special ramp tracks and wheeled to the pick-up location (right photo). A radio-telephone is included in the equipment of the car. Car cost $9,500; TV equipment about $46,000.

LONG BEACH, N. J., TV PROJECT

Davies Explains Plans to Phila. Meeting

FIFTEEN acres of land were purchased Jan. 21 for the Long Beach Island (N. J.) Foundation of the Arts and Sciences. The foundation is expected to have a television workshop and laboratories for research and study in electronics in operation next summer.

Purchase was made from Mayor Howard Shifler, of Long Beach Township, by Col. Edward A. Davies, foundation president, a Philadelphian; Carlos Echeverria, treasurer, Moorestown, N. J., and S. R. Laslocky, of the board of trustees, Riverside, N. J.

In announcing the project at the fourth general meeting of the Television Assn. of Philadelphia, Mr. Davies said a large radio manufacturer (whose name he would not disclose) already has underwritten one wing of the building which he will make into a fully equipped television studio. Mr. Davies said that broadcasting stations, the Dick Strome television firm and Philadelphia advertising agencies will be invited to detail their television men to the foundation for seminars on camera work, production, directing, film studies and color studies.

Emphasizing the importance color will play in television, Mr. Davies said nationally known artists will be on hand to instruct. He also stated the whole project will be conducted on a college level, with degrees to be awarded.

Influential New Yorkers, as well as Philadelphians, are interested in the project, according to Mr. Davies. He also said that duPont is planning a project on the island and may support the foundation. Long Beach Island, whose leading town is Beach Haven, is 35 miles north of Atlantic City and 60 miles from Philadelphia. Site of the foundation will be in an area between Harvey Cedars and the famous Barnegat Lighthouse.

Dr. Blair's Idea

Dr. Boris Blair, dean of the Tyler School of Fine Arts of Temple U., conceived the project and is vice president. Charles A. Ramb, Beach Haven, is executive secretary, and Julius Robinson, legal council. The board of trustees includes Philip Klein, head of a Philadelphia advertising agency; Mrs. Thomas Graham (daughter of Ellis Gimbel, of Gimbel Brothers); Mrs. Mania Blai, Mrs. Thelma Melrose Davies, both former opera singers; S. W. Sargeant, painter; Drue Allman, water colorist; Max Katzman, artist and architect; Sari Mendenhal and Ruth Pleasanton, both artists.

Kenneth W. Stowman, WFIL-TV Philadelphia director and assistant general manager, presided at the meeting of the Television Assn. of Philadelphia, of which he is president. He introduced as guest speaker Slocum (Buzz) Chappin, ABC Eastern television sales manager.

Mr. Chappin, discussing what television is doing network-wise, said he is of the opinion that TV hookup with the West Coast is at least three years away.

Mr. Stowman appointed the following to the planning committee: Al Bernsohn, RCA Camden, chairman; Joe Cox, J. P. Cox Adv., Boston; Bob Jawer, WPTZ; Hal Lamb, Geare-Marston Inc.; Marilyn Lazar, Stewart-Jordan Adv.; Martin Katz, WCAU-TV; Charles Hobar, WPTZ; Noel Charles, Assn. Television Products; Ray Bowley, WPTZ; Roger Courtland, Seberhagen Inc.; Roy Meredith, WCAU-TV production manager, and Messrs. Farren and Davies.

DID YOU KNOW .....

that your monthly TelePulse reports in New York . . . Philadelphia . . . and Chicago . . . cover 64% of the nation's home TV audience?

WATCH for the TELEPULSE DIGEST .....

showing TV network ratings for the total Pulse area in handy pocket form.

FIRST RESULTS OF DECEMBER CHICAGO TELEPULSE

(TOP 15 PROGRAMS)

			Highest ¼ Hour Rating
Wrestling	Thurs.	WGN-TV	46.0
Vaudeo Varieties	Fri.	WENR-TV	38.0
Hockey	Sun.	WBKB	35.0
Film-Boy's Reformatory	Thurs.	WBKB	34.0
Boxing	Fri.	WGN-TV	32.0
Film-Black Magic	Fri.	WBKB	32.0
Wrestling	Mon.	WBKB	32.0
Kukla, Fran & Ollie	Thurs.	WBKB	32.0*
Philco Playhouse	Sun.	WNBQ	30.0
Super Circus	Sun.	WENR-TV	30.0
Stars of Tomorrow	Sun.	WGN-TV	29.0
Film-Mice & Men	Mon.	WGN-TV	29.0
Dollars & Sense	Mon.	WENR-TV	28.0
Film-Inside the Law	Tues.	WENR-TV	28.0
Boxing	Tues.	WENR-TV	28.0
Wrestling	Wed.	WENR-TV	28.0

*(M-F average, 27.4)

For Other Telefacts
Ask The Pulse

THE PULSE INCORPORATED

ONE TEN FULTON STREET

NEW YORK 7, N. Y.

WRITERS

Group for TV Scripting

WRITERS' Theatre for Television has been incorporated in Hollywood by a group of screen writers for purpose of writing and producing scripts for television.

Headed by Emmet Lavery, president, other officers include Paul Radin, vice president of William Kester & Co., Hollywood, as vice president and business manager; John Larkin, vice president; Jerry Horwin, treasurer; Allen Rivkin, secretary.

Group presently consists of 1[illegible] members, with membership open to all writers whose submitted scripts are acceptable. According to plan, corporation holds television rights to all properties produced with writers retaining all other rights. Minimum payment will be given writers for scripts used, based on number of stations on which plays are heard, with additional payment for each re-use. Three-fourths of corporation profits will be divided among the writers, with the balance retained by corporation.

Currently negotiations are underway with CBS for half-hour television series. William Kester & Co., Hollywood, represents the package.

(Sure, Television's amazing

-and it's practical, too!

| | | |

Studio (E-M)	*ABC TV Players* L (E-M)	*Music in Velvet* L (E-M)	*Bowling Headliners* L (E)	Edelbrew Bowling Headliners[5] L (E)	*Bowling Headliners* L (E)	
E. Co. Me This F (E)	Emerson Radio Toast of the Town L (E-M)					
Foods Corp. the Press K (M)	Philco Corp. TV Playhouse L(E-M)[1]		Disney Hats News F (E-M,NI) (to 10:10)			
You Think (E-M)	A.Stein&Co. Identify[4] L (E-M)	Film Shorts F (E-M)				
ion Tea Talent Scouts L (E)	*Morey Amsterdam* L (E-M)	*People's Platform* L (E-M)				
			Court of Current Issues L (E-M) K (NI)			
of Gen. Mtrs. on Bdwy. (E-M)	Colgate-Pal.-Peet Co. Colgate Theatre L (E) K (M)	Firestone Tire & Rubber Americana L (E) K (M)		Gillette Fights L (E)		*Newsreel* F (E)
	Co-Op America's Town Meeting L (E)	*Film Shorts* F (E)	Boxing (to midnite) L (E-M)			
	Gulf Oil Corp. We the People L (E)	R. J. Reynolds Tobacco Co.[3] Basketball L (E)				
Film Shorts F (E)	*DuMont Labs* School House L (E-M) K (NI)					
	Procter & Gamble I'd Like to See L (E)	*Who Said That* L (E)	*Wrestling* L (E-M)			
at Large L (E)						
Co.			P. Ballentine & Son Tournament of Champs. L (E-M)			
Paynes K (NI)						
Barn L (E)	Kraft Foods Co. TV Theatre L (E-M)		Gen. Motors Oldsmobile News F (E-M-NI)			
	Feature Film F (E)		*On Trial* L (E-M)	Participating Club 7 L (E-M)		
	R. J. Reynolds Tobacco Co. Basketball L (E)					
Drug Co. Broadway L (E)	DuMont Labs Window on the World L (E-M) K (NI)					
ft & Co. ft Show K (M)	Gulf Oil Corp. Gulf Road Show L (E)	Bigelow-Sanford Bigelow Show L (E-M) K (NI)	Motorola Nature of Things L (E)	*Paris Fashions* F (E)		
	Bristol-Myers Break the Bank L (E-M)	Co-op Joe Hasel L (E-M)	*Earl Wrightson* L (E-M)			
	Science Review L (E)					
	Bonafide Mills Stop Me If You've Heard This L (E)	American Tobacco Co. Your Show Time F (E-NI)		Gillette Fights L (E-M)		Lgt. & M.[2] Super Club L (E-M)
a Laugh (E-M)	Stump the Authors L (E-M)	*Stand By for Crime* L (E-M)				
ures in Jazz (E-M)	R. J. Reynolds Tobacco Co. Basketball L (E)					
Condon (E)			Basketball (to 11:15) L (E)			

with the best in TV films . . .

NOW . . . serving 95% of all TV stations daily.

Our sponsors include: Philco Dealers, R.C.A. Victor Distributors, Fischer Baking Co., General Foods, Leafmint Gum and many other nationally prominent television advertisers.

We serve you with the largest TV film library in the industry.

NOW AVAILABLE

The Man from Scotland Yard. New TV Film Mystery Series. First 13 Programs now available.

Send for our illustrated film lists

"serving television"

Film Equities Corp.
1600 BROADWAY,
NEW YORK 19, N. Y.
Circle 7-5850-1-2-3-4

To keep in good spirits, advertisers will do well to look into the CBS-TV program schedule. It now has three of the four biggest-audience programs in television today. What makes CBS-TV programs so eminently practical is that they come in all sizes of advertising budgets, pre-tested and ready for work.

TV REACTION

Schwerin, NBC Plan Tests

WITHIN 60 days television audience reaction tests will be undertaken by Schwerin Research Corp. and NBC, according to a joint announcement Jan. 19 by Carleton D. Smith, NBC director of television operations, and Hugh Beville, NBC director of research.

"Television programming is well beyond the experimental period," said Mr. Smith. "Now we're ready to apply the acid test of audience reaction to our programs and program ideas."

Electronic recorders will be used to measure instantaneous reactions of individuals to video programs. A new device now under construction by Schwerin not only will maintain a continuous record of each individual's reaction but will also produce a group profile for immediate study.

Questions Planned

Among questions the research will attempt to answer are: How should sequence of programs be arranged? Which camera techniques are most acceptable? How long can scenes be held before liking diminishes? Are film or live shows preferred? How long will an audience teleview? What shows can be simulcast effectively? How effective are various commercials? What is the daytime audience and what does it want? How can specific programs be slanted toward their primary audience?

Meanwhile, Horace Schwerin, president of the research organization, announced that he expected his corporation would be ready to begin TV-testing for advertiser clients by midyear. Due to limited facilities, however, this testing during the remainder of 1949 largely will be limited to present radio clients.

CAMELS' TV

Sports Coverage Expanded

R. J. REYNOLDS Tobacco Co. (Camels), Winston-Salem, N. C., sponsor of college basketball games on the CBS TV network during the current season, has expanded its TV sports coverage on CBS to include indoor track-meets and the Golden Gloves amateur boxing matches.

Track meet schedule is: Jan. 29, Melrose Games; Feb. 12, New York Athletic Club; Feb. 19, National Amateur Athletic Union; Feb. 26, IC-AAAA; March 5, Knights of Columbus. Meets will all be held in Madison Square Garden, New York.

Golden Gloves bouts, to originate in Chicago, will be telecast on CBS-TV on Feb. 21, 22, 23, March 4 and May 18 (date of the international finals), starting at 9:30 p.m. EST. William Esty Co. is the agency.

GEORGE WIEDEMANN Brewing Co., Newport, Ky., is again sponsoring telecasts of WKRC Cincinnati Golden Gloves Tournament of Champions on WLWT (TV) Cincinnati. Inspecting *Chicago Tribune Golden Gloves* team trophy for 1948, won by WKRC, are (l to r) E. R. Strauchen, Strauchen & McKim Advertising; Hulbert Taft Jr., managing director of WKRC, representing Golden Gloves; H. Tracy Balcom Jr., president of Wiedemann Brewing Co., and M. F. Allison, TV sales manager of WLWT.

TV Is Evolution

(Continued from page 4 of Insert)

man. Not a particularly scintillant visual personality, but a spellbinder with the spoken word. "And now who'll be the first to save themselves money, time and trouble by the purchase of this handy little item."

"I'll"—and I'm speaking for most current and prospective television sponsors—"I'll take two."

There's no doubt about it, the combination of aural and visual broadcasting has already hung up some impressive sales results.

Let's emphasize "combination."

Radio, or aural broadcasting, has proven itself. Now, with a picture to assist it's doing better than ever. But it's the spoken word that sells every time.

Consider the picture as animated art work and the voice as conversational copy block, and you have your analogy with black and white newspaper and magazine advertising, the art work being used mainly to illustrate the copy block. Color television might improve the position of the picture somewhat, but I still feel the aural message is the intimate device that brings the actions of the picture home to roost in the consumer's noodle.

The above applies to all types of telecast shows, too. Television is fast coming out of the novelty stage when everyone dims the lights and faces the screen to see what's going on.

More and more producers will begin to realize that the spoken word must be constantly used to attract the eye to the screen. And this can't be done by omission of dialog, but rather by terse, interesting, specific continuity that tells the complete story yet implies that there's additional enjoyment in the picture. It's interesting to note, too, that conveyance of a specific mood is nearly always an auditory function.

I'm happy to have gotten this far in this article without having used a capitalized AM or FM or TV or any other of the standard symbols that designate the various activities in the business of broadcasting, which I willingly capitalize.

Eventually, I think, network and super-power AM broadcasting will be swallowed up by TV broadcasting, and that FM broadcasting will be used profitably for a variety of things, but it will still be broadcasting. That's what I mean by evolution, a constantly expanding and improving broadcast service.

Mr. Sponsor Evaluates

(Continued from page 3 of Insert)

turn to stockholders and of the continuing service we render to the public and to the professions. We can't do that for long on deficits, and we hope to continue to follow our consumer price policy through which we have not raised the price of a single packaged medicine over prewar.

Advertising has been an integral part of our business since its inception 49 years ago. Our first advertising appropriation went into newspapers back in 1902, and for years we placed sole reliance on this medium. In good time, magazines were added to the schedule. When radio came along, we moved into it on an important scale; and at one time virtually our entire advertising appropriation was devoted to radio. Since 1942, we have added newspapers and magazines on an increasing scale without, however, cutting down on radio. In each case, our decision was based on dollar return.

That will be our criterion for television. Recognizing that the new medium will have tremendous social and cultural significance, the advertiser must and will weigh its value as an advertising medium on its ability to earn a reasonable profit on the advertising dollars invested.

CBS SIGNS WDTV

Now Has 30 TV Outlets

CBS has signed WDTV Pittsburgh as an affiliate of its television network, bringing the total number of CBS video outlets to 30, Herbert V. Akerberg, vice president in charge of station relations, announced.

Operating on Channel 3, the new station is on the main line coaxial cable between New York and Chicago, and will be available for CBS coaxial cable network programs during the network's allotted periods. General manager of WDTV is Donald A. Stewart.

VIDEO WRITERS

Two Units Combining

AN AFFILIATION agreement between Screen Writer's Guild, Hollywood, and Associated Film Writers' of New York has been reached by the membership of both groups. Affiliation becomes final within 30 days following ratification of the contract by the New York unit.

According to the agreement the New York group will adopt the title of Eastern Div. of Screen Writers' Guild, while retaining complete autonomy. The move is aimed at coordinating the television jurisdiction of the film writers groups.

WBAL and WBAL-TV Mean Business in Baltimore!
NBC AFFILIATE
Nationally Represented By
Edward Petry Co.

By ROBERT P. MYERS

NBC Assistant General Attorney

SOME of the principal problems that are currently causing telecasters concern are music rights, literary rights, motion picture rights and rights of privacy and defamation.

You must be sure in every case where you obtain rights that you are dealing with the author or with the owner of the right or with his authorized representative and, second, you must be certain that the license agreement that you obtain from him is clear and complete and covers the specific use that you want to make.

Among the principal rights which are causing us trouble are music rights, as always. There are three principal music rights in television as there are in AM broadcasting with which we are particularly concerned.

The right to make non-dramatic public performances for profit is probably the one with which we will deal most often. We will also be making dramatic performances of musical compositions.

We will be using the so-called recording right either in the form of kinescope recording or in the form of motion pictures or in the form of pre-recordings.

All of these rights are exclusive rights granted to the owner of the copyright on a musical composition and must be cleared if we are going to use them.

There seems to be a new tendency developing among some of the copyright owners to require a special treatment of a dolled-up use of a composition.

Special Fee

Strictly, there is no justification for such a distinction under the copyright law, but nonetheless there is a tendency on the part of some of our licensors to insist that when you dress up your production in certain ways it will require a special license and possibly a special fee.

Our first problem with regard to music is: What are our sources? They are the same sources that we have in AM broadcasting. There is the great public domain, the "Jeanies With the Light Brown Hair" of one sort or another. There are the Wagners and there are the Gilbert-and-Sullivans.

There is a tremendous amount of material there with which you can do anything that you want to. There are great hordes of private licenses which most of us have from various individual publishers or composers. There is ASCAP with which most of you are familiar.

Then there is our own organization—that is, the broadcasters' own organization—BMI.

BMI TV License

Let me say that as to BMI its television license is identical with its AM broadcasting license. It includes the right to adapt, to arrange, to translate, to change the composition, to dramatize it and to perform it by means of television.

There may be a few compositions in the catalog in which BMI cannot give us some of those rights, but in general we have the broadest type of licenses from BMI. They make no problem of scenery, costume or dialogue.

The real problem on scenery, costume and dialogue arises with ASCAP, which has by far and away the largest catalog of musical performing rights in the country.

Since 1941 we have all had free television licenses from ASCAP. These licenses have recently been terminated. All of you television broadcasters . . . will be without a formal ASCAP license [in early 1949].

ASCAP has made a very fair gesture, however, when they agreed that during the 60-day period commencing Jan. 1 they will negotiate with us, as to television broadcasters, as to the terms upon which we may continue to use their music for our purposes.

They have agreed that if an agreement is reached within that 60-day period it will be made retroactive to Jan. 1. If we do not reach an agreement during that period, we will be considered to have had a gratuitous license.

Now what do we do? The first thing to determine is what rights ASCAP has to grant to us . . .

Membership Agreement

This problem is caused by a new membership agreement which ASCAP is just now having executed by its members.

Under that agreement there are a good many uses which we will clearly be able to make under a general license such as straight instrumental uses, uses by vocalists not in costume, uses by small groups of vocalists in costume if the performance is not accompanied by dialogue, by scenery or by dancing routines.

That type of thing it seems we will be able to obtain from ASCAP under a blanket license. But the problem arises with regard to the exceptions which are contained in that ASCAP membership agreement. Let me give you a few of them.

ASCAP must obtain a special license and charge a special fee for any use of a production number. That is a number which originally was written for and contained in a dramatical musical work, on operetta or a motion picture. If that use is made in costume and is accompanied by scenery, dialogue or dancing, that type of use would require a special license and a special fee.

Also, special licenses would be required for the use of any composition by five or less costumed vocalists where the performance is accompanied by scenery or by a set which spells out the title of the song or of the lyrics or which dramatizes the idea of the original production.

A special license would be required where any composition is performed by five or less costumed vocalists accompanied by dancing which dramatizes the title or the lyrics or by dialogue.

You would need a special license for the performance of any number by more than five costumed vocalists.

Gentlemen, that is television, and it may mean that we will all be faced with a very substantial problem in clearing rights with ASCAP if each of that type of use requires a special license . . .

Scope of General License

That is a bridge which we can cross when we come to it. Our present problem, the thing that we are working on today with ASCAP, is to determine the scope of the general license which they will offer to television broadcasters.

In order to do that we must obtain a definition of costumes. We must know what scenery is. We must know whether a plain backdrop is scenery. Is it scenery when you push two palms in from the side of the stage? . . .

We have undertaken here in New York to do some of the preliminary work on your behalf in this connection. The five New York television broadcasters have all monitored every single use of music on their facilities for a period of a week.

We have each taken a specimen week and have sent descriptions of each of those uses to ASCAP. ASCAP is surveying those uses in an attempt to reach a decision as to those uses that will clearly fall under a general or blanket license and those uses which will clearly require a special license . . .

After they have completed the study of these uses, it is our plan to sit down with them to attempt to write a definition, to write out in words what it is they propose to offer us under a blanket license. When that has been done we will then be ready to negotiate a license agreement, but not before . . .

Let us go briefly now to recording rights.

The copyright law provides only one mechanical recording right with a statutory royalty of 2c per copy. It has been the practice in the business to pay more than this on electrical transcriptions and motion pictures.

In fact, one fairly recent case indicates that possibly motion picture synchronization rights, as they refer to them, do not fall within the statutory royalty provisions of the copyright law, and we question whether kinescope recording would fall within the scope of that particular decision.

Kinescope Recording

We believe that a kinescope recording is only another recording. It is a mechanical reproduction in the copyright law. We should be able to do it for 2c per print or pressing.

So far as BMI is concerned, we have the recording right very clearly. BMI has passed it on to us just as all other licensees have passed it on in AM broadcasting.

It is our position that in making a network broadcast we must have the means of getting that program to the stations. It can go by radio relay; it can go by cable or it can go by kinescope recording. That is a necessary part of the performing right and we must have it as part of our performing right license.

That is something which we will consider when we finally negotiate ASCAP agreements.

The next category in which we are interested is literary rights. In non-dramatic literary works there is no radio performing right. However, I suggest that you all look carefully at any performances you expect to make of non-dramatic books or poems because it is pos-

(Continued on page 14 of Insert)

AS CHAIRMAN of the television subcommittee of the NAB Music Advisory Committee, Mr. Myers is spearheading the television broadcaster's attack on some of his toughest legal problems. As video specialist of NBC's legal department, he is constantly on call to give opinions on the legality of TV matters for which the precedents are dubious, if not non-existent. Here are highlights from a longer paper advising telecasters on some of these legal problems. They are required reading for anyone even remotely concerned with video programming.

TV SET FIGURES reported by BROADCASTING during the past week:

Boston-Providence—40,000 as of Jan. 1, reported by WBZ-TV Boston.

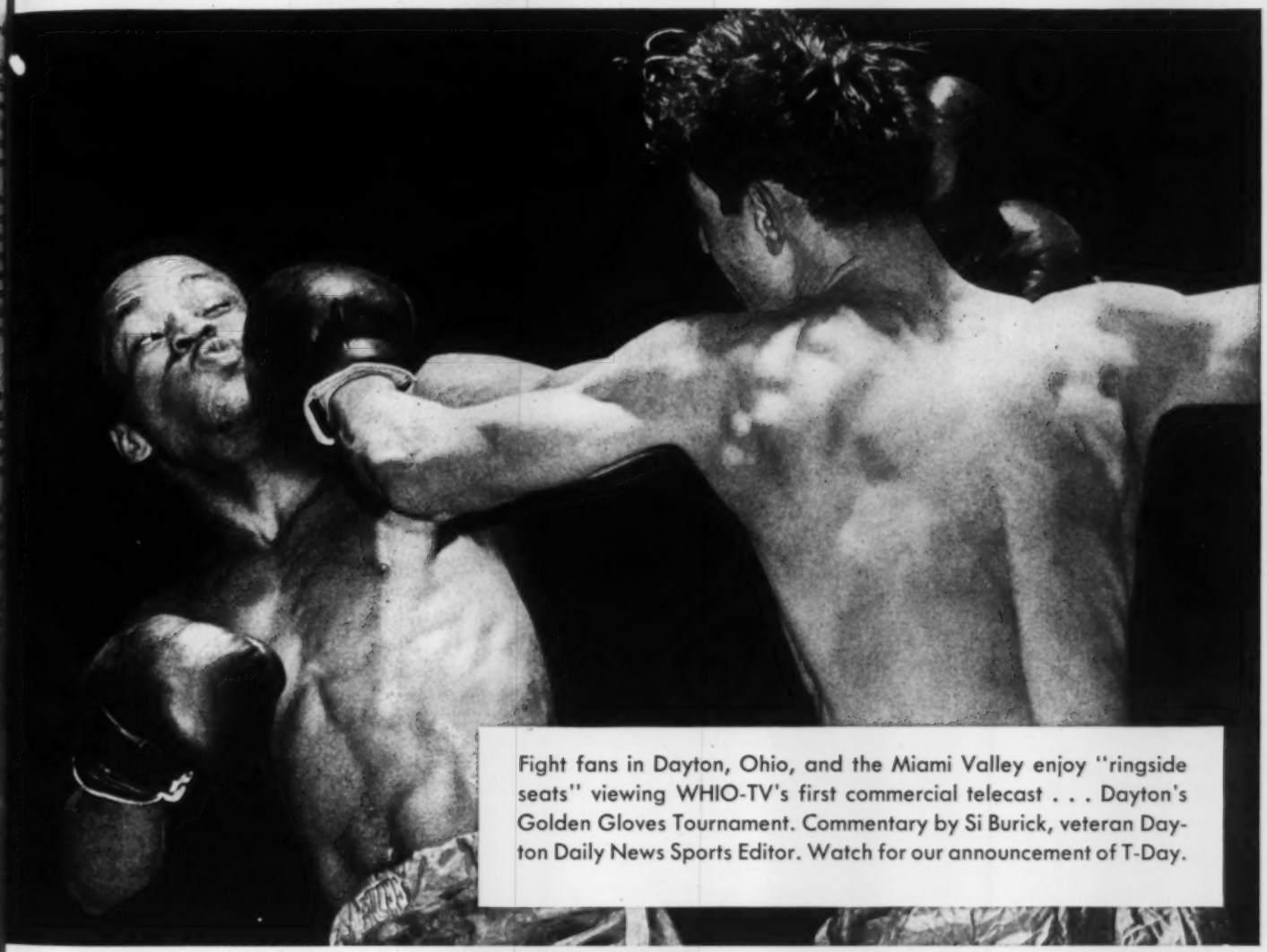
St. Louis—17,500 as of Jan. 1, reported by Union Electric Co. of Missouri.

IN THIS CORNER!

WHIO-TV · Dayton, Ohio

CHANNEL 13

Televising Golden Gloves Tournament
January 31, February 1-4-7



Fight fans in Dayton, Ohio, and the Miami Valley enjoy "ringside seats" viewing WHIO-TV's first commercial telecast . . . Dayton's Golden Gloves Tournament. Commentary by Si Burick, veteran Dayton Daily News Sports Editor. Watch for our announcement of T-Day.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented Nationally
by The Katz Agency, Inc.

(Continued from page 12 of Insert)

sible that the use may constitute unfair competition.

At lectures, sermons and addresses the copyright owner has the right to deliver the work in public for profit. Such works must be cleared if you are going to use them. In dramatic works the owner has the right to perform publicly.

There is no for-profit element in dramatic performances so far as the copyright law is concerned and all dramatic performances require specific licenses. As far as the sources of these works are concerned, you have no one place to get all rights.

The rights of your staff and freelance writers in television are governed by the terms of their employment. That is purely a question of contract. If you have a Radio Writers Guild AM contract and you want to use an AM script for television, look at the contract because it contains certain specific provisions relating to the use of that material on television.

Plays written for stage productions are a category of works that we are all very much interested in. Generally, the authors of those works hold television rights. You obtain these rights either direct from the artists or through their agents.

Now the motion picture company may have bought the play outright and purchased all the rights, television rights and everything else, and in such a case the man you will have to go to will be the motion picture producer . . .

Each situation has to be judged on its own merits. It is purely a matter of contractual interpretation, and there are many very different legal questions involved in this particular field.

If you want to perform one of those works, by all means get your lawyer into it early and have a thorough search made to find out who has the rights and get them cleared. Also, get your contract signed before you put your play into rehearsal. I have seen a good many cases where the rehearsal was on, the cast hired, and still we did not have a license agreement signed and that is most embarrassing when it happens.

Kinescope Rights

Generally, the play agents are granting us kinescope recording rights for this purpose of getting the network program out to the affiliates. They are granting us the right to record for reference, for audition purposes and to use that recording one time over that particular station within 30 days, with regard to the live broadcast . . . As to motion pictures themselves, the basic problems in general are the same as the clearance problems on a live program.

You have recording rights and the producer obtains those. You have performing rights. Up until now the broadcaster has obtained those.

There have been a number of recent decisions in the federal courts here and out in Minneapolis which after holding that ASCAP is a monopoly, have enjoined ASCAP from exercising performing rights in those cases where a motion picture producer has only obtained a recording right at the time a musical composition was put into the picture.

Literary rights, rights of talent, producers, directors, the copyright in the picture itself, all of those things you obtain from the man from whom you buy the picture. Your rights vis a vis talent and writers all come from the producer through the distributor to you.

It is very difficult sometimes to trace that change of title. If you do have difficulty, your principal protection is that you buy from a reputable and responsible source with the broadest type of warranties you can get. In addition to your warranties be sure to check your music because today there is a good deal of music which you are not licensed to perform and your motion picture may contain that kind of music.

Right of Privacy

The right of privacy is one of the things that causes you and all television broadcasters the most difficulty. In a number of our states the use of the name or picture of an individual for commercial purposes is unlawful . . .

There is one very clear exception to this doctrine and that is newsreels and newsreels. You may televise or telecast current news. You may telecast historical news, old news if it is a matter in which the public has a legitimate interest.

Do not fictionalize your news broadcasts. When you do you go outside of that news exception. Stick to matters of legitimate public interest, things in which the people really have a right to see the picture and to the use of the name . . .

In your television studios print on the back of your tickets a consent to televise as well as a release from all other liabilities. Announce to the studio audience if you are going to televise them that they are going to be televised . . .

There are many, many new doctrines which must be established in this field. Many of the broadcasting and motion picture precedents will apply, but we are going to have to feel our way along step by step.

Your lawyers are as deep in television and its novel problems as the operators are. It is important that your lawyers be indoctrinated on your operating problems.

Only by doing that can you make certain that you will avoid the many pitfalls which you are bound to face as the law adjusts itself to keep pace with the amazing development which television is experiencing today . . .

NOW . . . *Floating Action!*

The "BALANCED" TV TRIPOD

for all TV Cameras

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod. Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

BMI

first in television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

Write to BMI for your copy and for regular monthly supplements

For Appropriate Television Music

BRIDGES • MOODS • INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a musical expert to make the most of this BMI service. For "*Bridges, Moods, Interludes*" is based on recorded music readily available to any telecaster.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD